March 1993

TearSheet

Case Histories

Sheryl Butler-Breitwieser
Ad Services Manager
THE DAILY NEWS
2 Apollo Dr., P.O. Box 870
Batavia, NY 14020

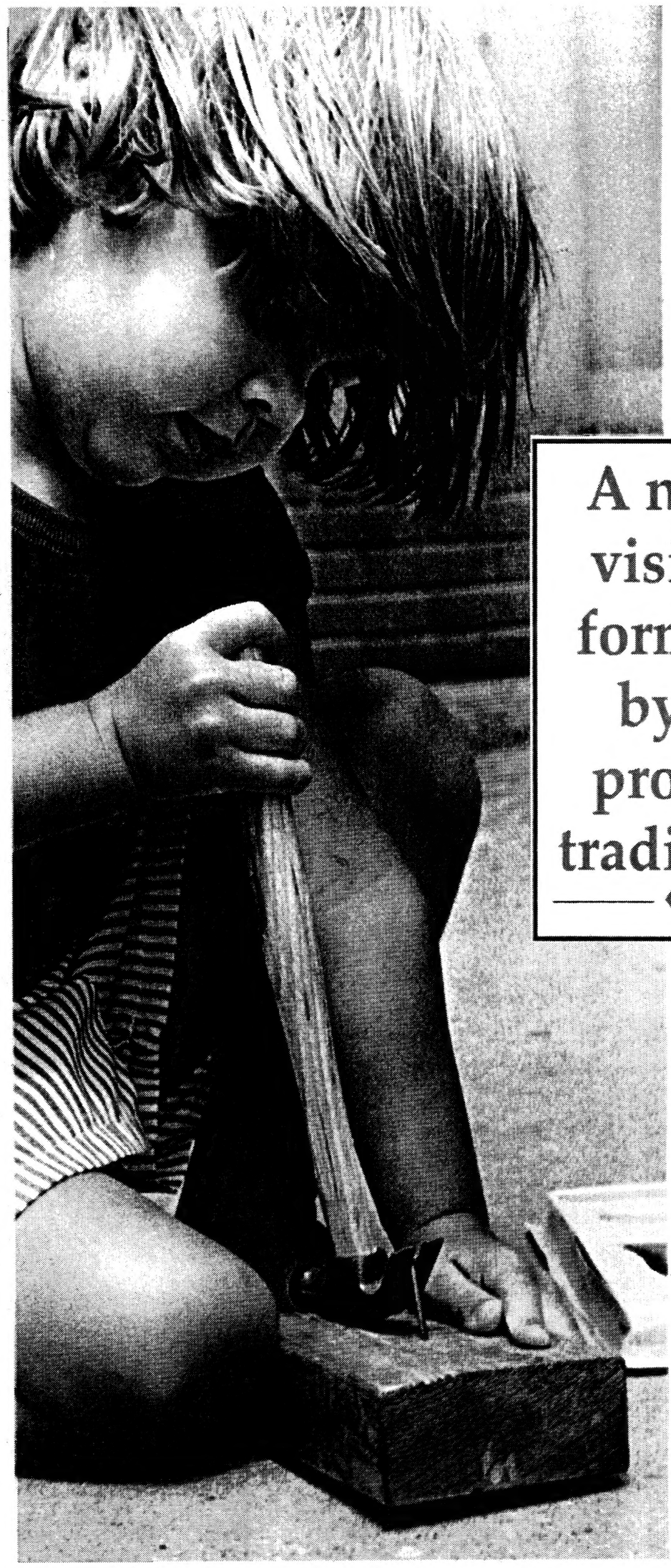
The designer said, "I wanted something simple, yet dazzling, and when I opened the *PMS* book for November (1992), this is exactly what I had in mind. I added some splashes of color and it turned out to be an eye-catching cover." Art from page 2.

Supplement to The Daily News, Thursday, December 24, 1992

Case Histories

Celeste Arnould
Graphic Artist
DJ INC.
Putney Road
Brattleboro, VT 05301

Child with hammer and nail used to symbolize a new vision for building materials distributor. Duotone from March 92 *PMS*, page 16, featured on cover of 4-page invitation to a buying exposition. Layout and headline treatment inspired by ad on demo page. Printed on heavy, cream colored stock.



DJ

A new vision formed by a proud tradition

1993
Winter Buying Exposition

January 10th, 11th and 12th

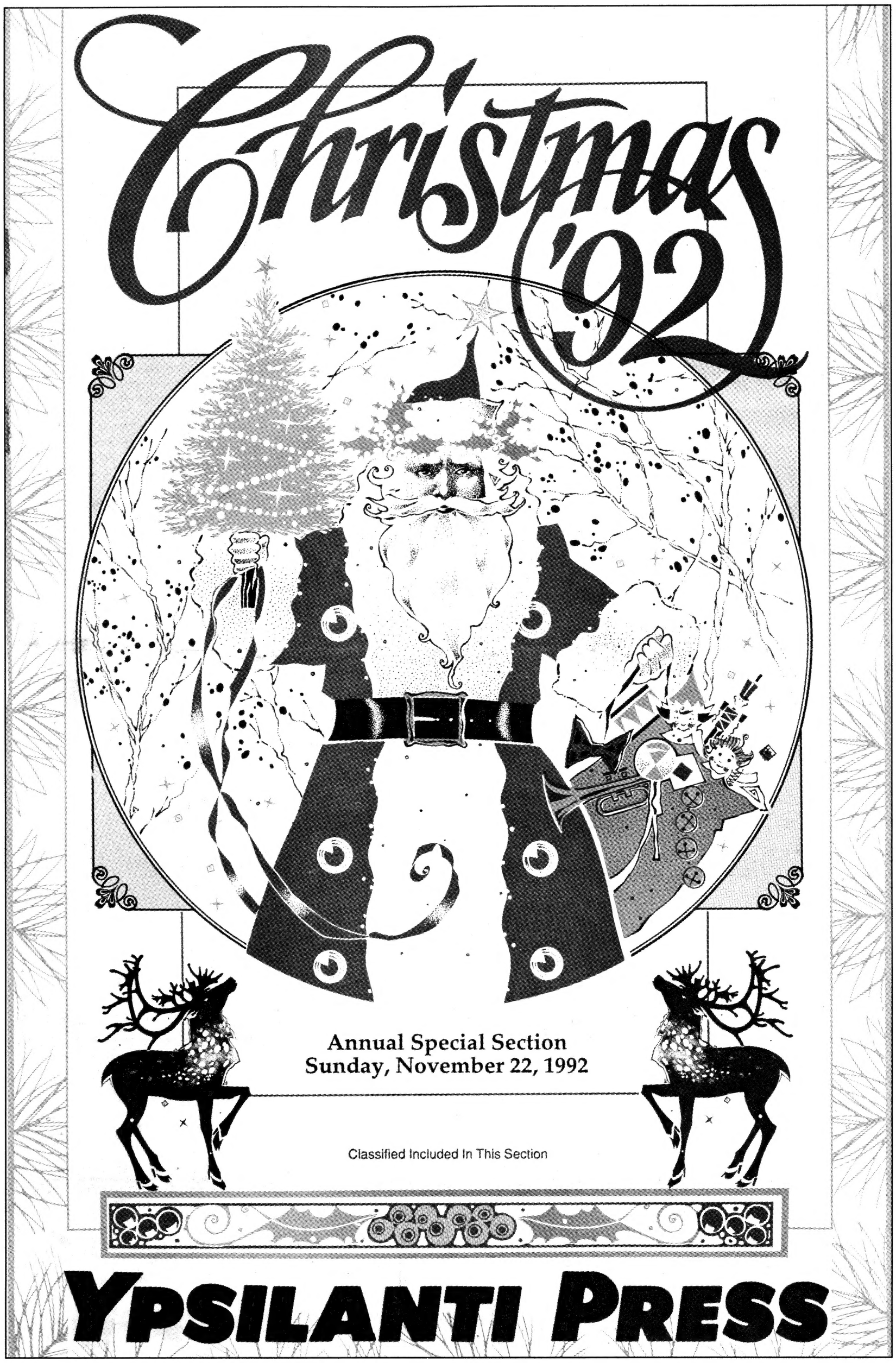
Sturbridge Host Hotel and Conference Center

Sturbridge, Massachusetts

Case Histories

Denise Gorski
Advertising Graphic Designer
YPSILANTI PRESS
20 E. Michigan
Ypsilanti, MI 48198

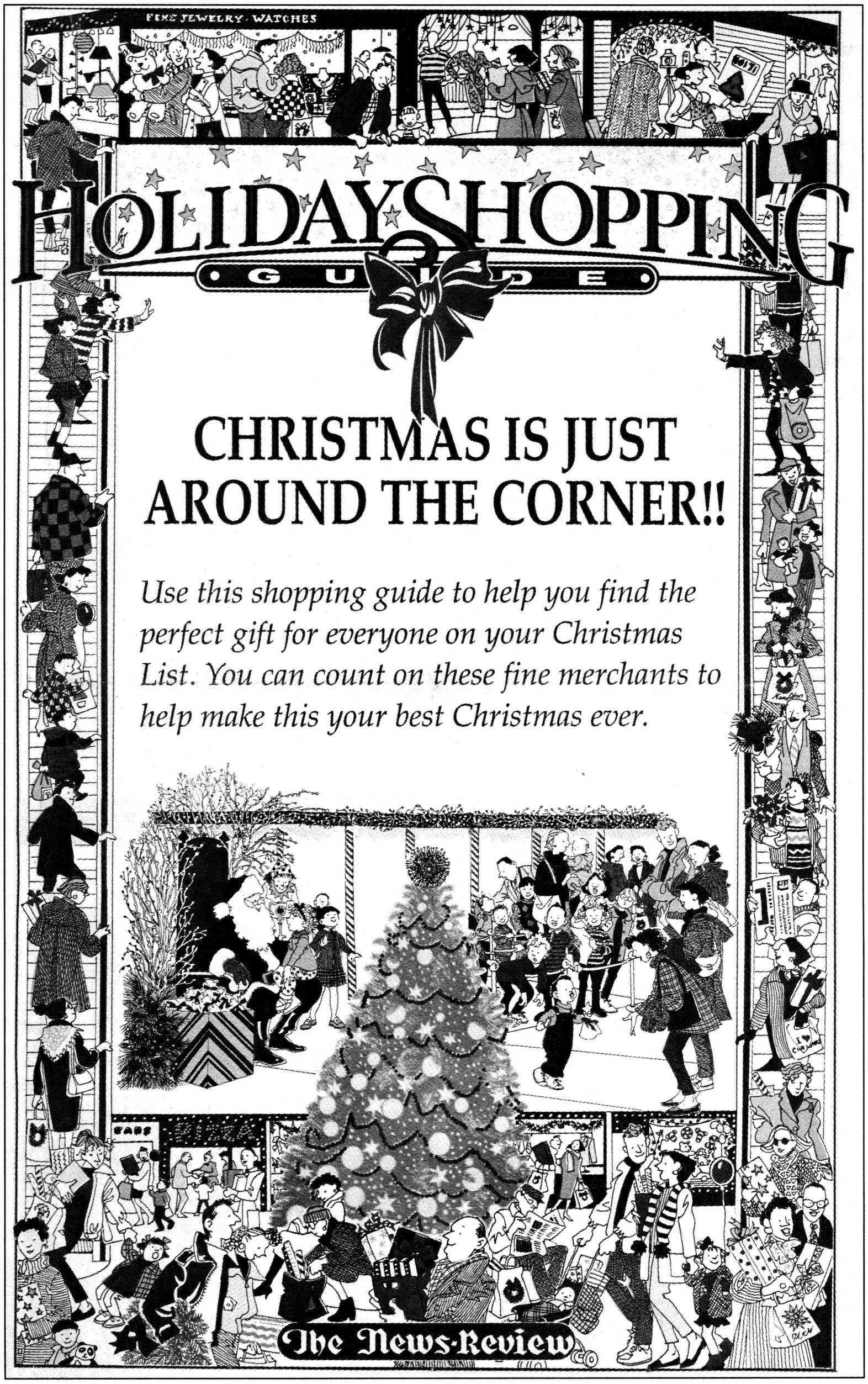
Gift Guide cover shows Santa from Dec. 91 *PMS*, page 2, complemented by heading, reindeer, decorative bar, and evergreen needles from Sept. 92 *Clipper*, page 16. Evergreen needles lifted from reindeer illustration and repeated to create a border, reindeer repeated and flopped. Printed in red, green, yellow, and black.



Case Histories

Brenda Thompson
Graphic Designer
THE NEWS-REVIEW
345 N.E. Winchester St.
Roseburg, OR 97470

Elements from several issues of *PMS* combined to create this full-color shopping guide cover. Ad frame from Nov. 90 *PMS*, page 20, creates page border, original Christmas tree replaced with one lifted from Dec. 90 *PMS*, page 26, art. Original heading replaced with lettering from Nov. 91 *PMS*, page 20. Santa scene from Nov. 90 *PMS*, page 12, added.


FINE JEWELRY · WATCHES
HOLIDAY SHOPPING
GUIDE
CHRISTMAS IS JUST
AROUND THE CORNER!!
Use this shopping guide to help you find the perfect gift for everyone on your Christmas List. You can count on these fine merchants to help make this your best Christmas ever.
The News-Review

Case Histories

Martie Shrader
Graphic Designer
ARIZONA DEPT. OF EDUCATION
1535 W. Jefferson
Phoenix, AZ 85007

Stylized St. Nick from Nov. 92 *PMS*, page 2, stars on flyer reminding students not to drink and drive. Rays of light from star extended beyond art border. Printed in black on marbled, textured stock. Project inspired by the designer's daughter who is vice-president of Students Against Driving Drunk at Trevor G. Browne High School.

Case Histories

Annette DeJarnett
Graphic Designer
CAPE COD TIMES
319 Main St.
Hyannis, MA 02601

Dec. 92 *PMS* angels from page 8 printed in black against a graduated gold background for a Christmas song book cover. Red added to swirly details in angels' robes to pick up the red of the headline. Falling music notes printed in red, green, and blue add a feeling of movement to the layout.

PMS COVER STORY:
The L-shaped layout of this month's cover really emphasizes the dynamic soccer player from page 12. Art bleeds off top and right side of cover. Printed in process colors plus black on Carolina cover stock. Type is Gatsby Demi Bold. The art is shown in black and white only in this issue. The color version was done in gouache by the illustrator then separated into the 3 process colors and black. While not offered in the issue, color plates are available for a fee by calling the Special Services Department at 309-688-8800, ext. 253.

TRADE SHOWS:
This month Dynamic Graphics' representatives will be at **Techgraphics,** Portland, OR, Mar. 11-13; **Graphic Arts/Charlotte,** Charlotte, NC, Mar. 18-20; **Sunbelt Graphics,** Atlanta, GA, Mar. 24-26; **Imprinted Sportswear,** Philadelphia, PA, Mar. 26-28.

The demo pages in *Print Media Service* were created to help you get more mileage from your *PMS* subscription. Use any demo as is by substituting your logo, or simply alter the layout to suit your needs.

PACK 'n' GO PICNIC FAVORITES

from

Martin Foods

Melrose Sliced Ham **$1.59** lb

Schnitzel Hot Dogs	1 lb.	$2.99	OhSoTasty Soft Drinks	case	$2.99
Deli Style Potato Salad	1 lb.	$1.99	Deli Style 3 Bean Salad	1 lb.	$1.99
Altomeda Potato Chips	1 lb.	$1.09	Martin's Own Hot Dog Buns	1 lb.	$1.09

Melrose Sliced Turkey **$1.59** lb

Paper Napkins	100	$1.99	Paper Plates	200	$1.99
Watermelons		$1.99	Deli Salad	1 lb.	$2.49

So Brite Spray Wax			Altomeda	1 lb.	.89
Plimpton				8 oz	$1.79
Fresh Corn					$1.59
Meyer's					

Headline & Ants July 90 PMS

Background art Feb. 90 PMS

Find a Good Home for Your Business!

Location is the most important aspect of any business. A site that offers heavy traffic and high visibility can turn a mediocre enterprise into a booming business. Call today. Let us help you find the perfect place for your company!

Potter Properties, Inc.
555-3674

Hot Dog!

Dave's Drive-In Now Open for Business

Our commitment to service is the only thing that *hasn't* changed in 30 years!

Nowlan Realty **Phone 555-2947**

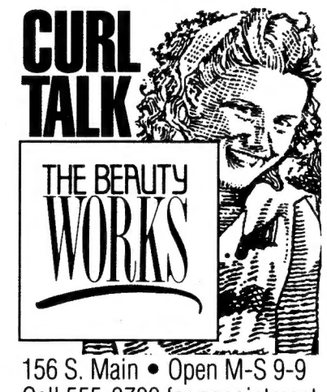
STREAMERS

The *only* area dance club for people under 21

See you there!

435 Grand Ave. • Thur.-Sat. 8-Midnight

CURL TALK



THE BEAUTY WORKS

156 S. Main • Open M-S 9-9
Call 555-3700 for appointment

Treat Yourself

to 30-60% savings throughout the store!

The Briar Patch
UNIQUE CARDS AND GIFTS
Candelwyck Centre
Mon.-Sat. 9-9, Sun. 12-5

"It's a great first job!"

Be a Tribune Carrier. Call 555-8506 today!

For Goodness Sake

Give your children delicious, nutritious snacks and drinks. It's easy with our wide selection. Come in today!

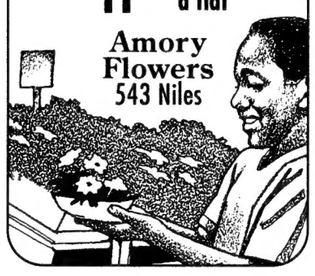
The Wholesome Pantry
Natural Foods & Organic Products
534 Main St. • 555-6475

Speedy Errand Service Call 555-6758

- *Personal Shopping*
- *Pick-Up/Drop-Off*
- *Grocery Shopping*
- *Package Delivery*

Large Selection of **BEDDING PLANTS** **$11.95** a flat

Amory Flowers
543 Niles



Special Supplement to
The Herald, March 28, 1993

Larsen's

Spring Planting Sale

Prices effective now through April 3, 1993

Get the look *YOU* want!

A Quality Built Custom Home Can Be Yours

Choose from many different home styles and floor plans customized to suit your needs, tastes, and budget. All of our homes are situated on heavily wooded lots that provide privacy and beauty. Find a dream home now!

Maplewood Estates

Take Exit 11-A off Hwy. 167 to Lanham Road
Only minutes from downtown
Phone 555-3452 for a private showing

Bob's Electronics

it's the place to be

You can't afford to miss this once a year, wall to wall price blowout! Save up to 70% on the brands you want like KVC, Nordik, Cowpunkt, and more. Stop by 648 Pine before March 28 for best selection and savings.

Mon.-Sat., 10-9
Call 555-8745

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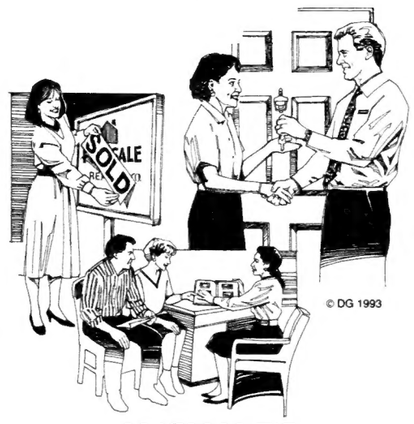
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March Madness Super Sale!

Go mad as a hatter with great price reductions in every department in the store. Save like never before on all your framing, needlework, and craft needs.

Save 20% On All In Stock Silk Flowers

Hurry! Sale ends March 31!

FANCY TOUCH CRAFTS
Forge Shopping Center • M-S, 10-9

"Spring Delights" Feb. 88 PMS

Spring Delights

For lunch today try a selection from our new spring menu of delicious soups, salads, and lighter fare.

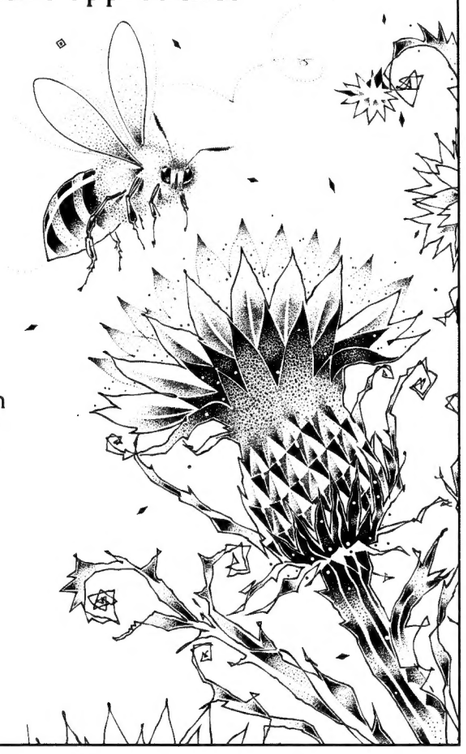
The Garden Cafe
198 Pine • Mon.-Sat. 6-8, Sun. 6-6

To Change Is To Grow

Deal with major issues affecting your life and grow through new and positive approaches

Join one of the Personal Support Groups at Alton County Mental Health Center. For More Information please call 555-4321.

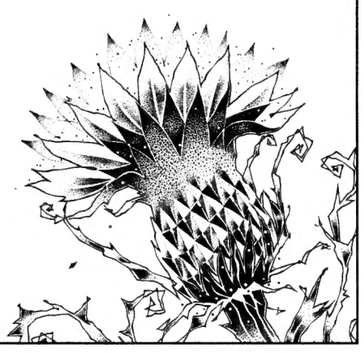
Alton County Mental Health Center



A Spring Luncheon

Join us for an afternoon of fine dining and high fashion at the Women's Business Association's Annual Spring Luncheon.

Washington
Country Club
568 Allen Road
Friday, March 8
Noon to Three
Tickets: $8 each
Available at
the Door



Cookout Specials!

With any purchase of $25 or more in March, get a set of barbecue tools for only

$2.99

BOB'S HARDWARE
411 S. Main St. • M-S, 9-8

Good Morning!

Breakfast is ready at Penningtons

Early Bird Special!
Breakfast Buffet
With This Coupon $2.99

511 W. Markley • Offer Good Thru 3/31

Buzz By And Visit Us Soon At Our New Location

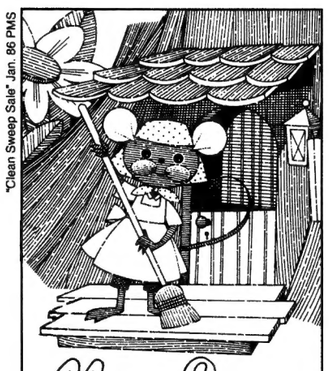
NORA'S GIFT SHOP
Now At 324 East Main

Congratulations!

Susan Gardner
Employee Of The Month

BENTLY'S BUFFET
1220 W. Windham Road

"Clean Sweep Sale" Jan. 86 PMS



Clean Sweep SALE!

We're spring cleaning to give great deals on

- Bathsheets & towels
- Percale sheet sets
- Bedroom accessories
- Blankets & pillows
- Comforter sets

LINENS & MORE
Springhill Plaza • Mon.-Sat. 10-8

Here's Something To Brighten Your Day And Your Smile

Anthony M. Higgins, D.M.D.
would like to extend this special offer to you

$10 Off Your Next Cleaning

When You Present This Ad

412 NORTH ADAMS - CALL 555-2234 FOR APPOINTMENT

"Spring Is In The Air" Mar. 88 PMS Birds Mar. 87 Clipper

Spring IS IN THE AIR

Start enjoying the great outdoors again! Get these terrific values and more throughout the store

Full sized, wooden handled Barbecue tool set	$11.99	Net, 4 racquets, 4 shuttlecocks Badminton set	$12.99
Oven mitts and hot pads set Grilling accessories	$9.99	Oriental-style Area rug sets	$59.99
Hand-made Straw Brooms	$4.99	Diagrams & instructions included Brick barbecue kit ...	$89.99

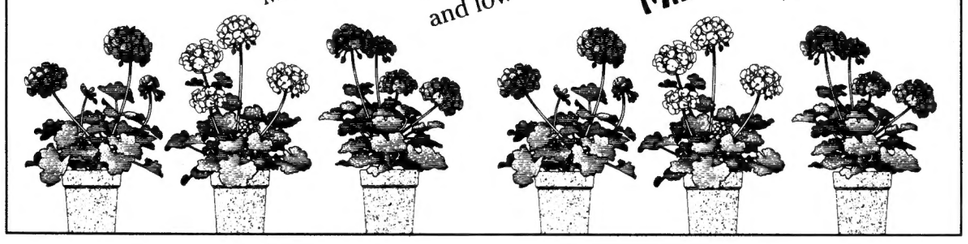
Oaklawn Plaza **METRO HOME IMPROVEMENT CENTER** Mon.-Sun., 9-9

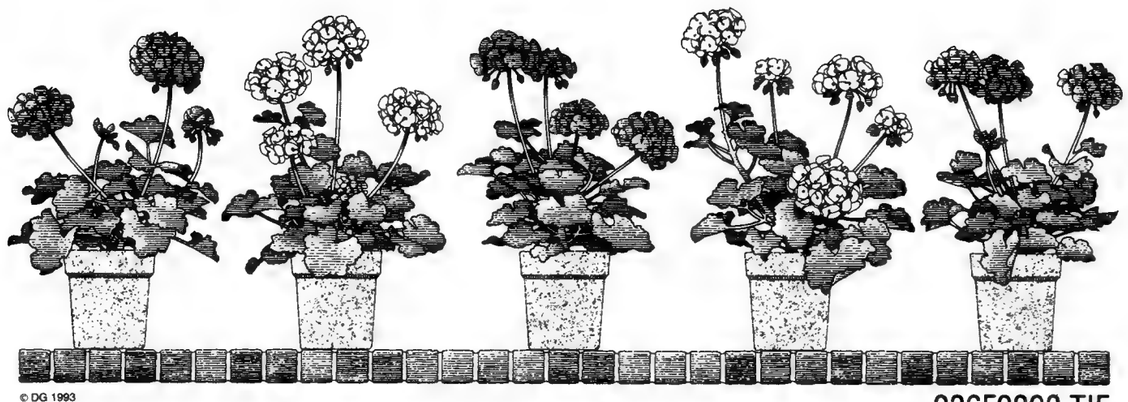
NINETY-THREE SUMMER SESSION

Registration for the 1993 summer session at MidCentral College ends Friday, April 30.

A wide selection of courses, small class size, and low tuition make us a great place to learn.

MIDCENTRAL COLLEGE
Phone 555-9800

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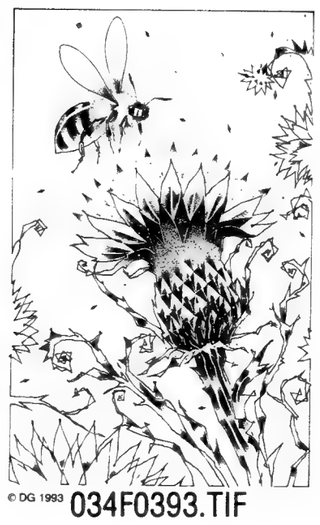
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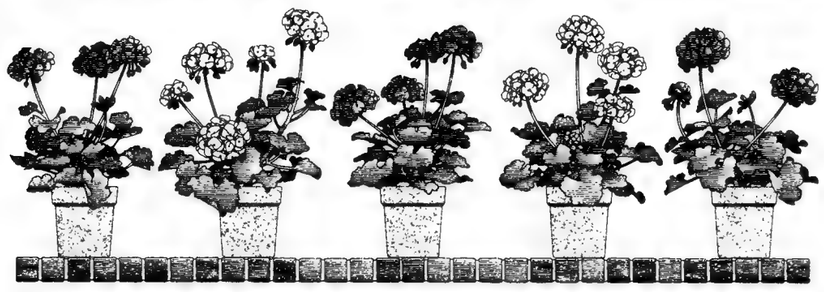
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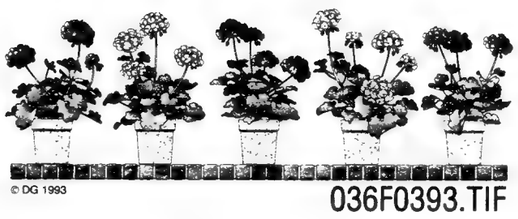
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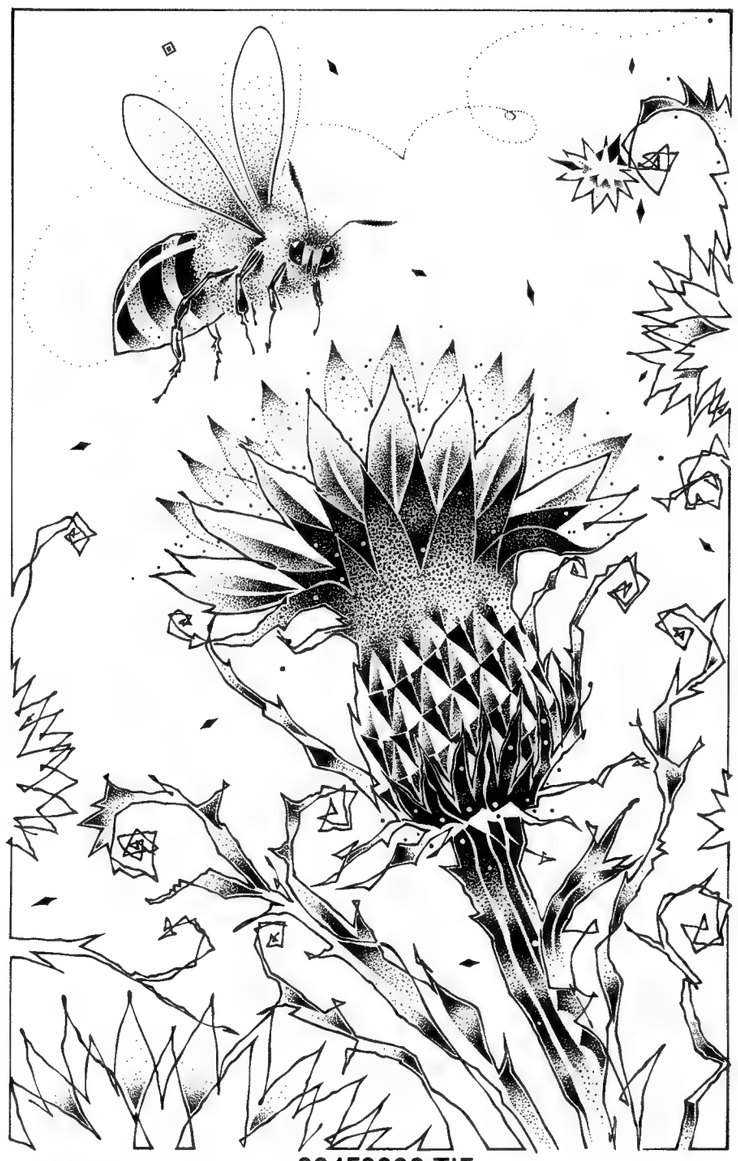
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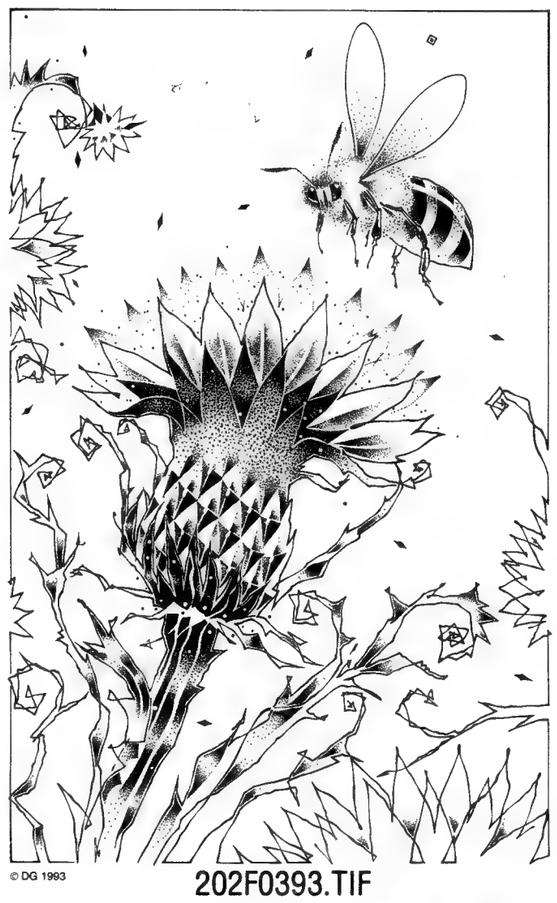
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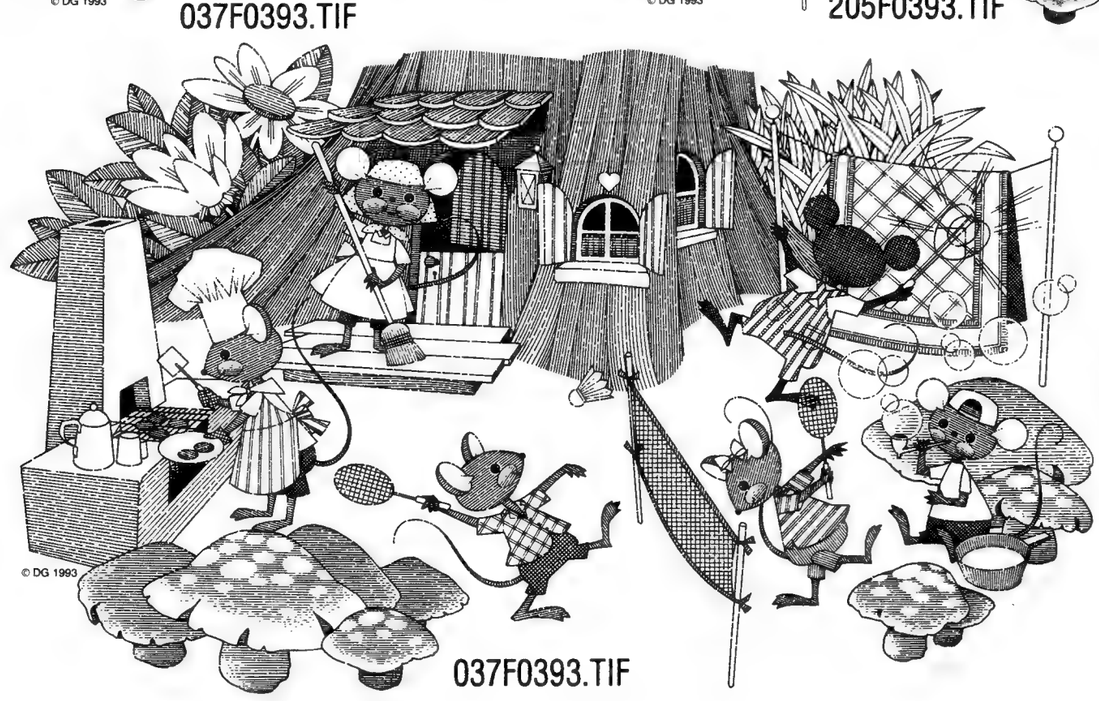
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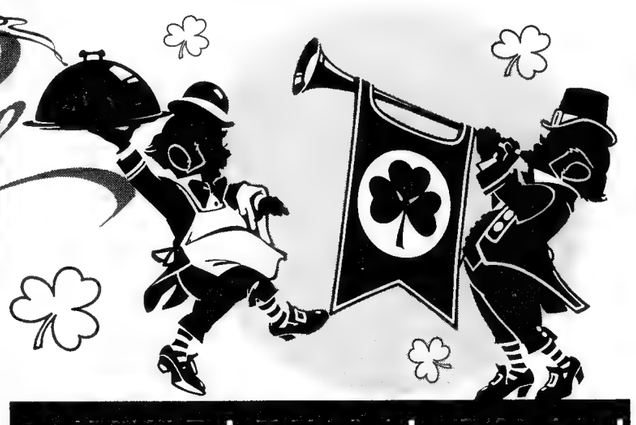
Kick Up Your Heels This St. Patrick's DAY



Unique
TREASURES FROM AROUND THE WORLD

We have the special gift for that special person! No matter what the occasion, find the perfect gift to suit the personality and tastes of even the hard to please. Choose from our vast selection including Dupré French crystal, Fujimori fine china, and Crest Forge flatware.

Special savings on imported items from the Emerald Isle

- **Select Galway crystal**
- **Hand-knit sweaters**
- **Fine Irish linens**
- **Kilarney porcelain**

Avalon
Fine Gifts & Cards
456 W. Wallace
M-S, 10-7
555-2824

Shamrock March 90 PMS

Sale Days March 13-17

Everything reduced for our St. Patrick's Day Sale-a-bration

Whiskey
All imported and domestic fifths
$5.99

Varietal Wine
A wide selection of domestic and import wines
$8.99

All Mixers
Tonic water, club soda, ginger ale, and cola, 1 liter bottles
$1.99

All Beer
Spud, Chaefer, Schlatz, per 6-pack – imports priced higher
$3.99

Western Liquors
238 Western Ave. • Open 24 hours

Sure 'n' begorra, we've got Irish videos!

We have the largest selection of Irish videos to choose from. Rent a classic for your family from titles like

Emerald Isle Classics – The music of Galway. A collection of reels, jigs, and hornpipes to put you in the spirit.

The Silent Man – Classic Hollywood drama starring the legendary Jon Wayde and Colleen O'Meara.

Davy O'Toole and the Leprechauns – an animated classic your kids will love to watch time and time again.

The Video Place
3456 N. Walnut
555-9784
Open 7 days from 8-10

You need more than good luck to sell your home

You need experienced realty professionals behind you – every step of the way!

Take the hassle out of selling your home. Our professional sales team will make sure potential buyers see all the distinctive features that make your home a fantastic place to live.
Put the real estate sales leaders in your corner!

Frank Baran Realty, Ltd.
2235 N. Colfax Ave. • Phone 555-8700

Join the crowd at O'Malley's

for Irish food, drink, and fun!

Come see us after the parade for our annual St. Patrick's Day festivities. For the low price of $5 per person, you and your friends can enjoy

- **Live music by the Pipers**
- **O'Malley's green beer**
- **Corned beef & cabbage**
- **Mixed drink specials**
- **Party hats & favors**

O'Malley's
Pub & Meeting House
109 S. Vermont Street
Open daily 10-midnight

Supplement to the Daily Journal, Sunday, March 14, 1993

St. Patrick's DAY Sale

Wednesday, Thursday & Friday, March 17, 18, & 19

Sure 'n' begorra you'll be savin' o' the green with spectacular discounts on the merchandise you need throughout the store!
- **Easy credit terms available**
- **Convenient layaway plan**

Pennington's
237 N. Madison • M-S, 10-9

Men's wool socks
Dress and hunter's styles available in several colors.
$4.00 to $6.00

Asst'd. clay pots
Plain & fancy pots in a variety of shapes & sizes.
$1.00 to $19.00

You'll be dancin' a *JIG* when you see our specials!

Find the pot of gold at the end of the rainbow with these terrific values!

Gardner Variety
1014 W. Barker
Spring Valley
Open Mon.- Sat. from 9 to 6

Home Tool set
The basic tools every house needs.
$21.00

Craft yarn
Solid color and variegated skeins.
$3.99

Free Parking In Rear

Kitchen gadgets
The latest time savers for your cook.
$6.00 to $12.00

Asst'd. tea kettles
Many colors and styles
Sale ends March 31 $12.00

St. Paddy's Day SPECIAL

Corned Beef & Cabbage
Try Mother O'Leary's delicious home-made corned beef and fresh cabbage with O'Darby's Imported Draft Beer.

All-you-can-eat special for only..... $6.95

Wellington's Restaurant
678 W. Mill Rd. • Open Mon. thru Sat., 11 to Midnight

Save some GREEN

Stellar savings on the Starex Model X-3877-KJC
Microwave oven

Fast cooking with 1000 watts of power, a soft touch keypad, auto weight and category defrost, 4-stage programming, and popcorn memory. $179.95

In white or woodgrain finish

Enjoy fresh-baked bread with the Bestbilt Model EXJ5
Lil' Bread Bakery

Just add the ingredients, the Lil' Bread Bakery will do the rest. It mixes and kneads the dough, and then bakes it at your preset time. $199.95

Available in white or black

Menard Appliance Center
678 N.Wabash Ave. 555-3787
Hours: 9:00 A.M. to 9:00 P.M.
7 Days a Week

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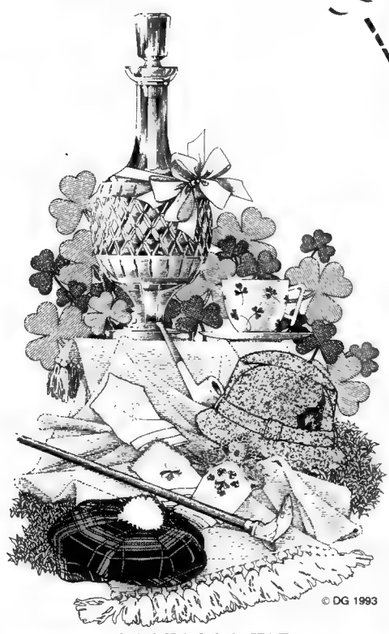

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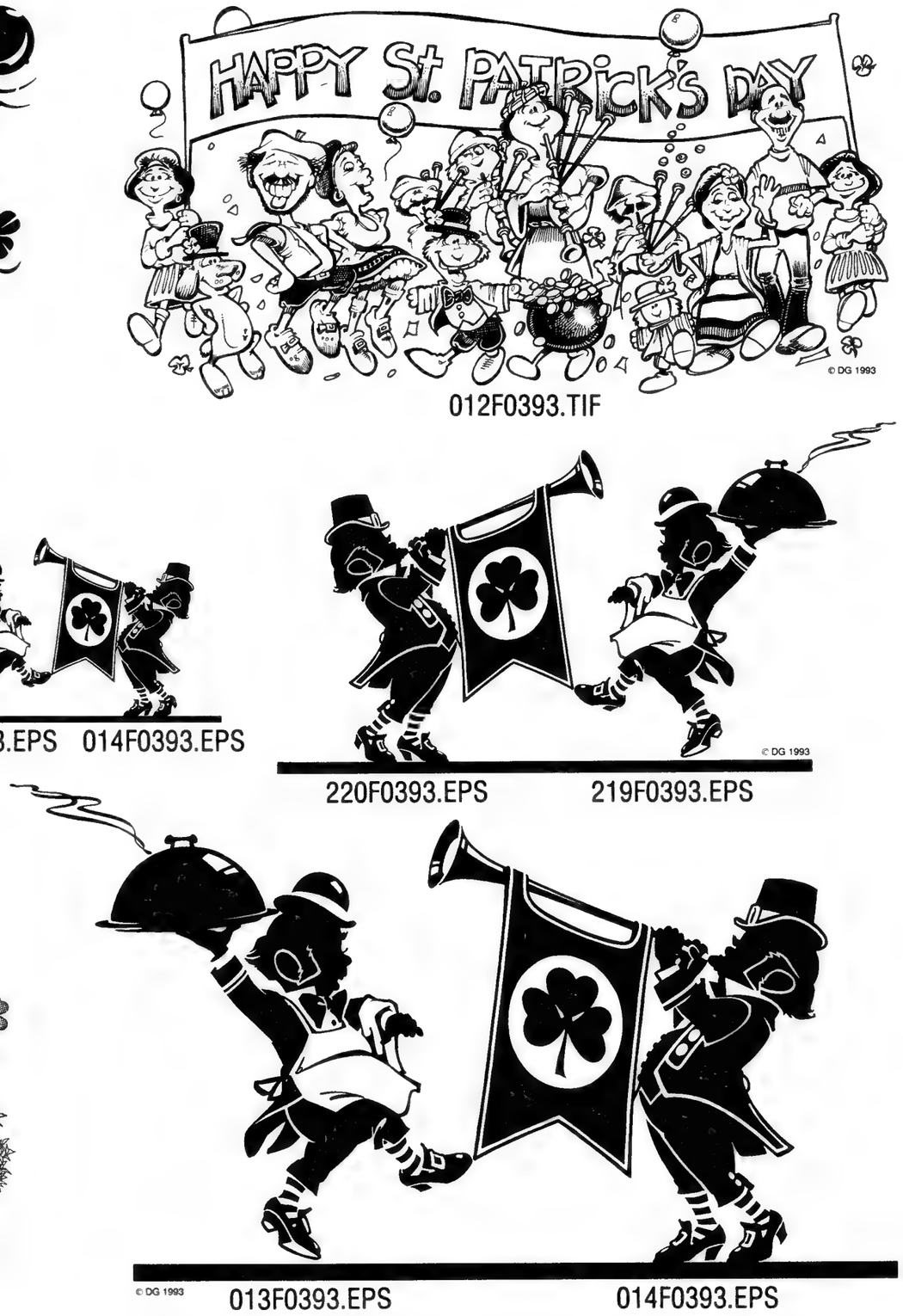

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Headline June 86 PMS

Discover a Treasure OF A DEAL

Ahoy, Mateys! Get the brands you want at prices even a pirate could love!

COUPON

$15.00 OFF PURCHASE OF ANY NEW, IN-STOCK APPLIANCE COSTING $250 OR MORE WITH THIS COUPON

COUPON EXPIRES 3/31/93

MAJOR BRAND NAMES - DISCOUNT PRICES

THE APPLIANCE WAREHOUSE

987 Cody Rd. • Open Mon.-Sat. 9-9, Sun. 12-5 • Phone 555-6758

"Your Wish Is Our Command"

Home or office, day or night, we clean like magic for you!

Put twenty years of experience to work for you. Our expert staff will clean your house or business quickly and efficiently.

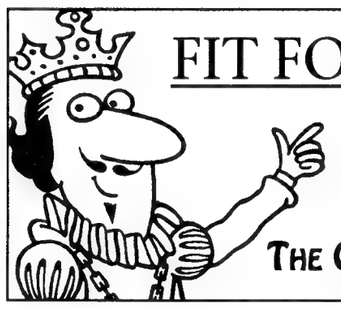
MASTER MAID SERVICES

Barth Center, Suite #65 • Call 555-6286

Here's A Real Hot Deal

GET A FREE PITCHER OF DRAFT BEER OR SODA WHEN YOU BUY A LARGE ORDER OF OUR TASTY HOT WINGS!

BENNY'S BAR & GRILL



FIT FOR A KING

Get a regal deal with our "All You Can Eat for $5.95" buffet every Tuesday night. It's a meal that's fit for a king!

THE COUNTRY CUPBOARD

267 S. Main • Phone 555-6576

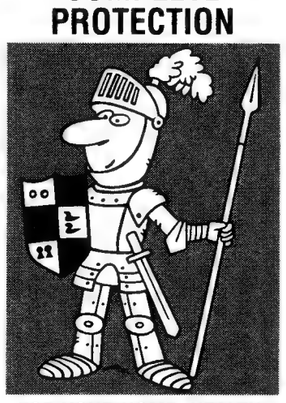
Dutch Auction Sale

The discount increases as inventory shrinks! Savings start at 20% on Sunday, March 20, and increase by 10% each day through Friday, March 27. Don't wait too long!

HEATH FURNITURE

7457 Oak Rd. • M-S, 9-8

COMPLETE PROTECTION



FOR YOUR HOME, HEALTH, AUTO AND FAMILY

MATTSON INSURANCE

647 Orchard • 555-4691

This is so great I just have to talk about it !
What a sale! Buy one dress at full price and get a second dress of lesser value for half price!

THE DRESS SHOPPE

465 Pulaski

Open 7 Days

Are You Searching For A Great Deal On A New Or Used Car?

Shop around. Get the best offer on the car you want. Then bring it to us. We'll meet and beat that deal, and give you the best service around!

JIM NELSON AUTO SALES

1223 Roswell Parkway • Phone 555-AUTO

Roaring Twenties Sale

"Twenty-three skiddoo! Great deals on a new look for you!"

20% Off Everything In Our Store Thursday Thru Saturday, March 10-12

ROSEMARIE'S RESALE SHOP

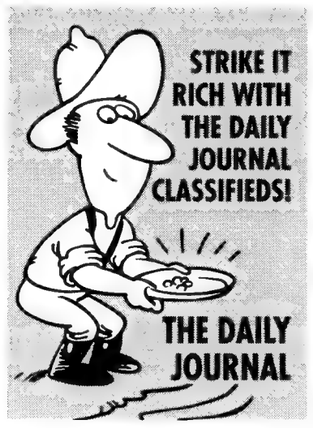
360 Morton Ave. • Open Mon.-Sat. from 9-7

WE WILL BEAT ANY PRICE

Any make, any model, you won't find lower prices anywhere else. We guarantee it!

TRICOUNTY VACUUM SALES & REPAIR

739 Bedford St. • Call 555-4689



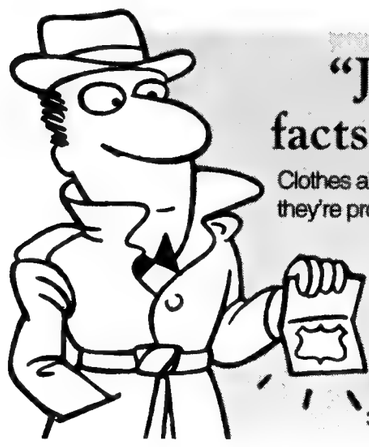
TO THE RESCUE

24-HOUR SERVICE ON ALL BRANDS

"WE'RE THE EXPERIENCED ONES!"

AMES HEATING & COOLING

Phone 555-7900



"Just the facts, Ma'am."

Clothes always look better when they're professionally dry cleaned.

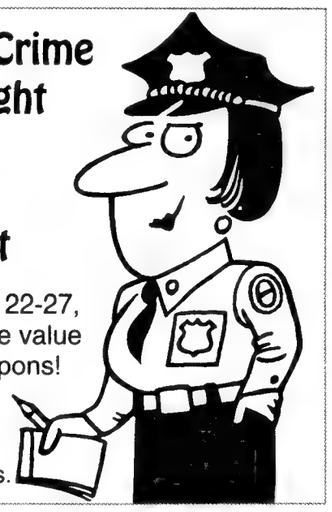
1. Same Day Service
2. Wedding Dresses
3. Shirt Service

QUALITY CLEANERS

397 W. High • 555-5677

It Would Be A Crime If You Got Caught Without Your Super Saver Coupon Booklet

This week only, March 22-27, you get double the face value of all Super Saver coupons!



Valu-Mart

898 Walsh • Open 24 hrs.

Border Feb. 87 PMS

Headline Sept 83 PMS

OLD WEST SALE DAYS

LASSO GREAT BARGAINS THRU MARCH 17

JOHNSON'S FOOD BASKET

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064F0393.EPS

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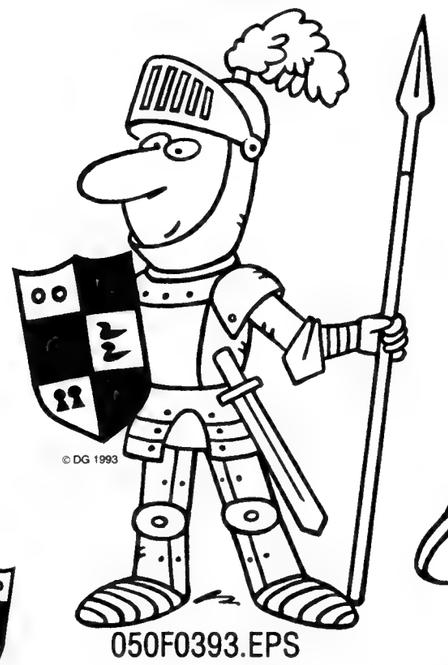
191F0393.EPS

054F0393.EPS

188F0393.EPS



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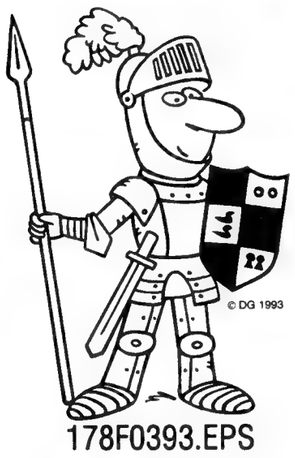
182F0393.EPS



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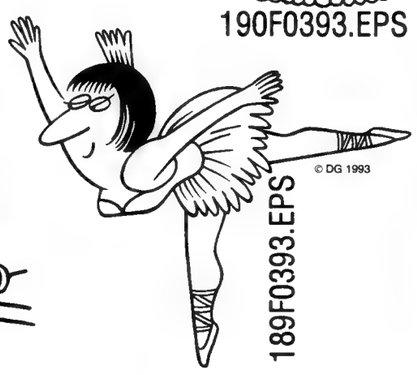

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062F0393.EPS

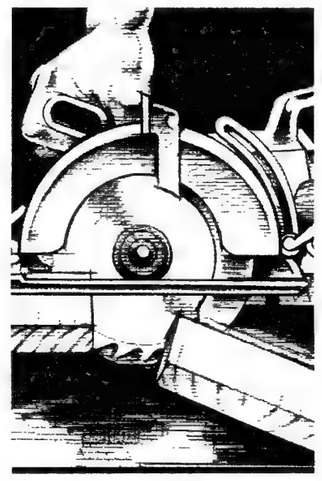
Full-page ad, (6 column x 21" shown reduced at 85%) below, features all six pieces of home improvement art. Crops of art added to accompanying gift certificate, right.

Build Something That Will Last Forever

Get the tools you need for the career you want with instruction and expert on-the-job training.
• Scholarships • Co-op programs
• High teacher to student ratio

Vocational Training Schools
Call 555-7657 for more information

POWER TOOL.



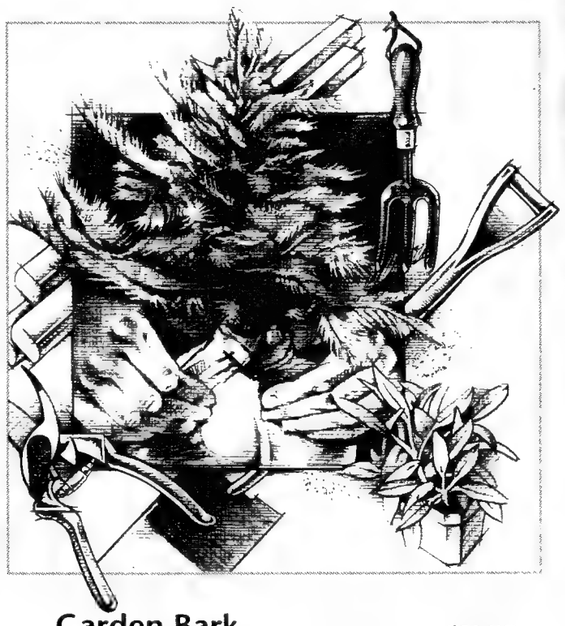
Cut through the clutter in your home. Why take up space to store all that stuff when you can sell it? Reach 57,000 readers daily. Just $10 to run 2 lines for 7 days. Call to place your ad today.

The Gatzburg Classifieds 555-3900

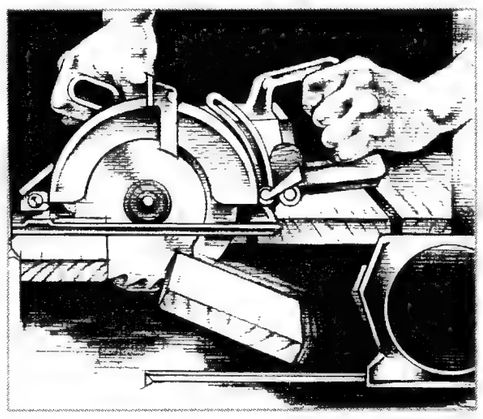
Home Improvement HEADQUARTERS

YARD & GARDEN

Save on Ducco products and get your lawn and garden in great shape for summer.



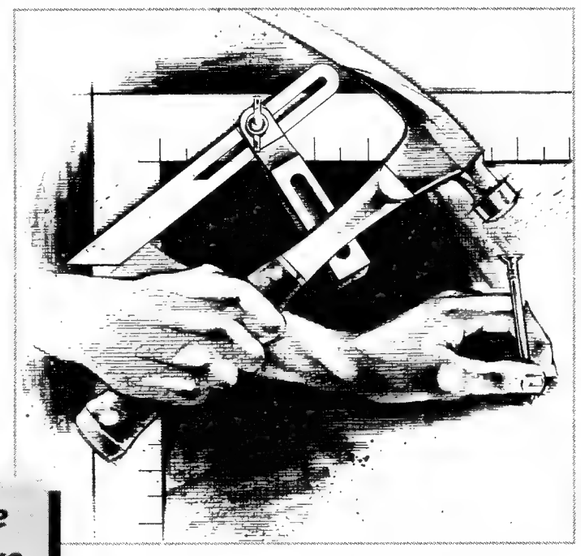
Garden Bark Medium cedar chips, 25 lb. bag only	$3.99
White Rock Marble chips for accent 50 lb. bag	$5.99
Lawn Edging Black plastic, 4 in. x 20 ft. roll	$2.99
Landscape Timbers Treated, 8 ft., each only	$4.99



POWER TOOLS

You can't get the job done right if you don't have the right tools. Drecker has all the right tools for all the right prices!

Router 8.5 AMP, 25,000 RPM motor	$63
Heavy Duty Drill 3.3 AMP motor, reverse	$99
Palm Sander Insulated, ball bearings	$55
Circular Saw Telescoping guard	$145
Chain Saw 2.0 cu. in./14 in. gas	$139
Air Compressor 2.5 H.P./ 20 gallon	$499



QUALITY PRODUCTS

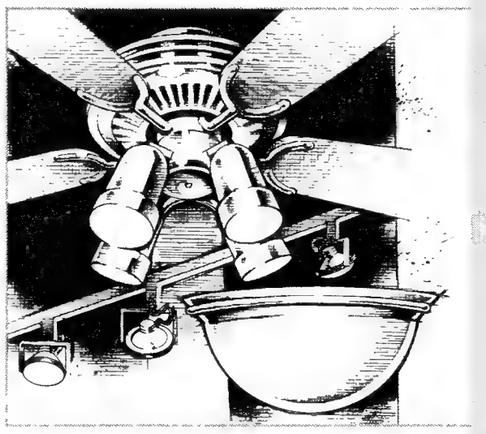
Save 30% on these absolute necessities for the at-home handyman. All Manville tools are guaranteed for up to three years.

Screwdriver Set 3 slotted, one phillips, plastic rack	$17
Crosscut Saw 26 in., 8 points per inch	$8.75
Carpenters Level With three replaceable vials	$9.12
Utility Knife Retractable blade, three positions	$2.67
Stepladder Yellow pine, plated hardware	$15
Wonder Bar Tempered steel, nickel plated	$4.10

INDOOR/OUTDOOR LIGHTING

Affordable lighting adds a decorative touch to any home.

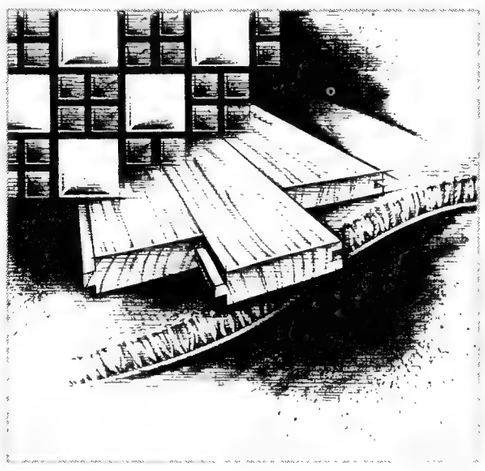
All 42" Ceiling Fans 20% OFF



We've got the products you've been waiting for all winter! With name brand selections and low, low prices.

All prices are guaranteed through March 31, 1993.

Motion Sensor Alarm 60 ft. range, wireless remote	$60
Exterior Floodlight 150 watt, clear lens	$5.49



EASY-CARE FLOORING

30% OFF

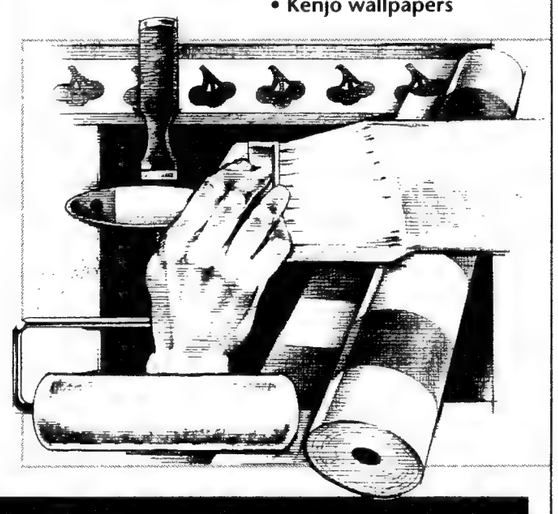
Scrubfree No-Wax Tile
Resists dirt and stains. Self-adhering for easy installation. 45 per carton.

Ceramic Floor Tile Camel, white, almond, or gray, each	$2.39
Kitchen Carpet 24 in. wide, attached foam, sq. yd.	$3.67

PAINT & WALLPAPER

SAVE 40% ON SUPPLIES

It's easy to brighten up any room in your home, or give the exterior a whole new look! Save on all:
• Latex wall paint
• Latex semi-gloss
• Brushes and rollers
• Kenjo wallpapers



Handy Dan's
HOME IMPROVEMENT WAREHOUSE
9901 W. Peckingham St.
714 N. Garrison Ave.
Hours: Mon. thru Fri. 8 to 7
Sat. 8 to 9, Sun. 10 to 4

When you're ready to put down roots

We've got the perfect environment for you and your growing family. Beautiful, spacious homes on wooded lots starting at $105,000.

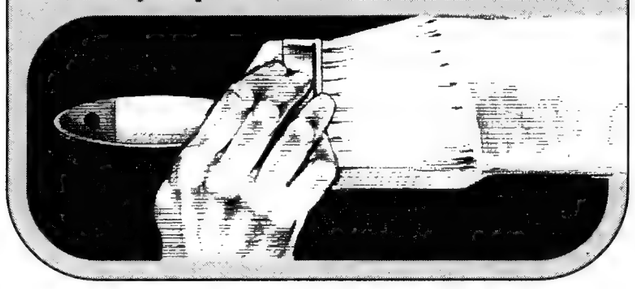
Murray Hill Estates
699 Fell St. 555-4511

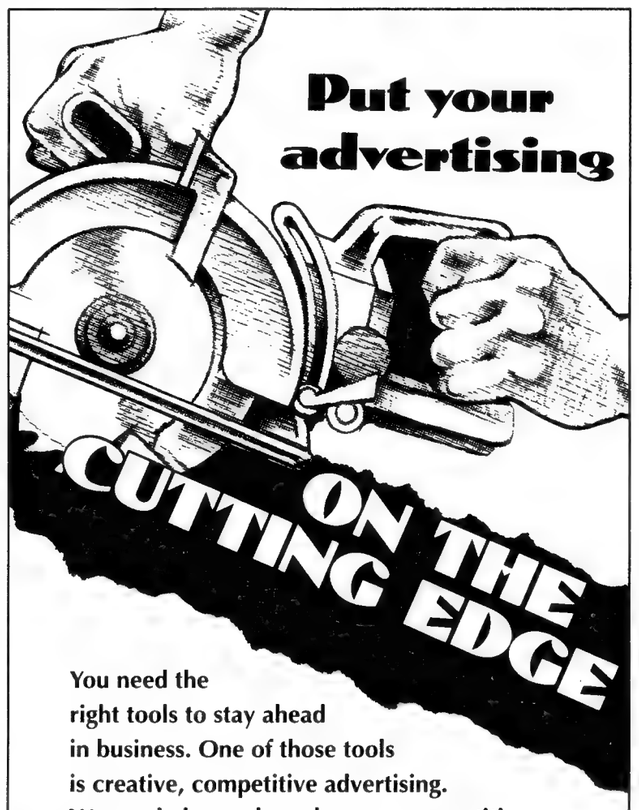
Do It Yourself And Let Us Help

It's easy when you know how! Our experienced staff can help you:
• Decide what you need
• Choose the materials
• Answer your questions

Get the materials you need for any project and get great advice, too!

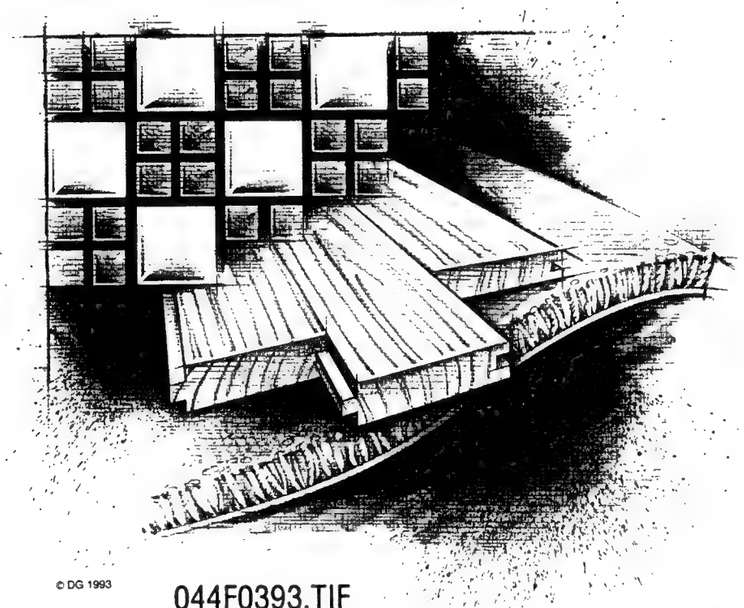
WALL TO WALL
3592 Kite Rd. • M-S 10-9





You need the right tools to stay ahead in business. One of those tools is creative, competitive advertising. We can help you buzz by your competition with custom graphics and copywriting from our experienced staff. Call us at 555-9221.

The Clarion Gazette



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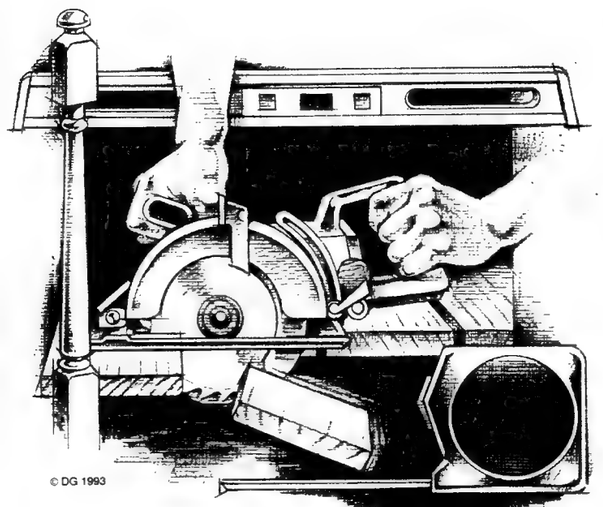

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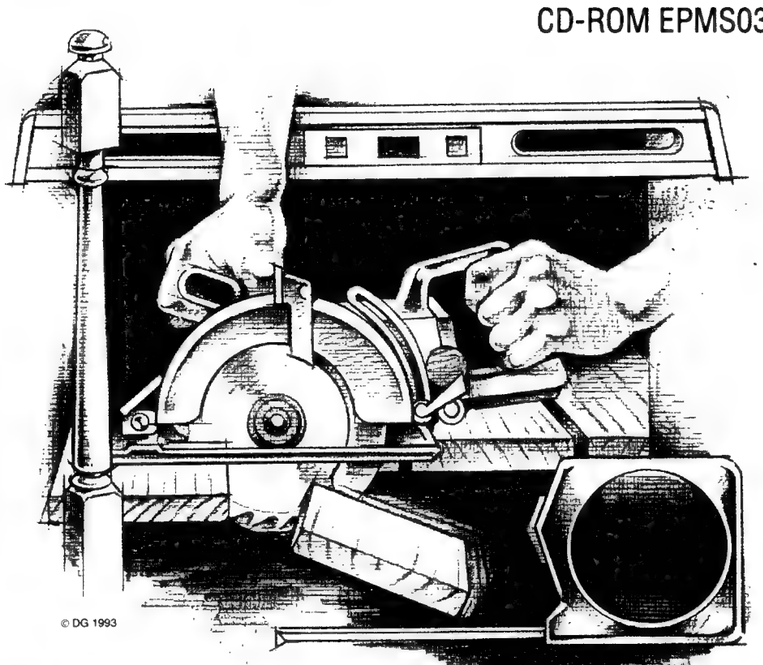

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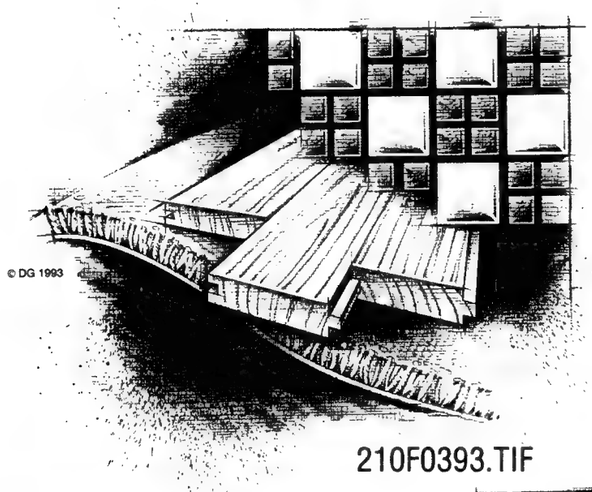

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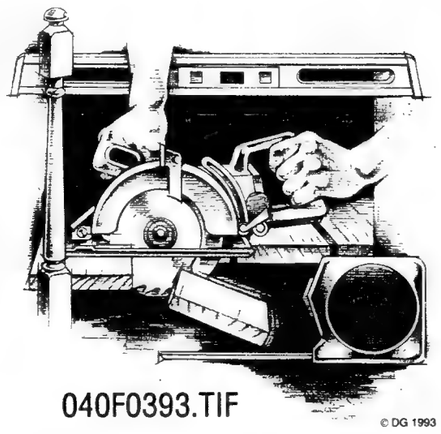

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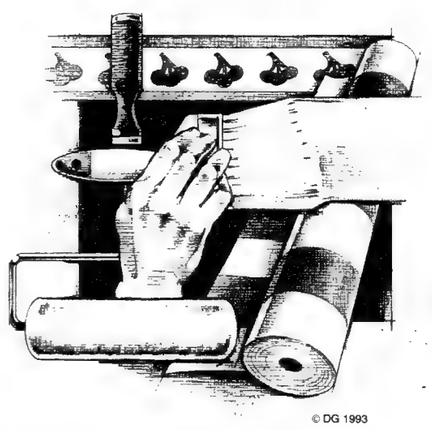

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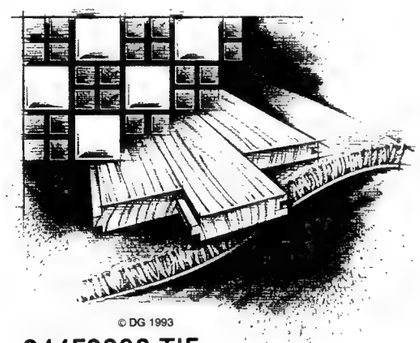

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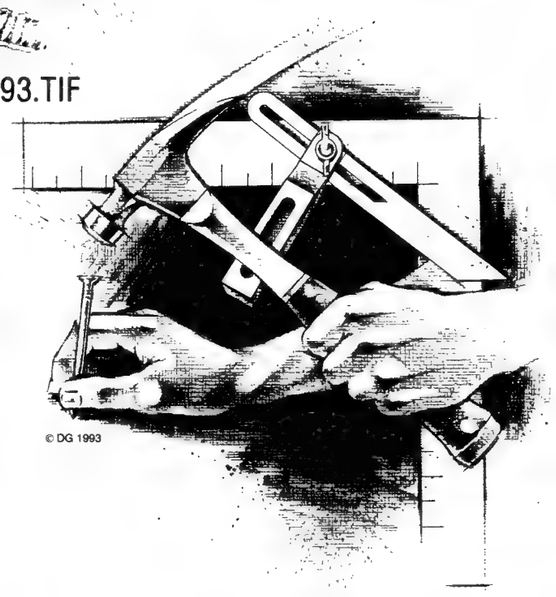

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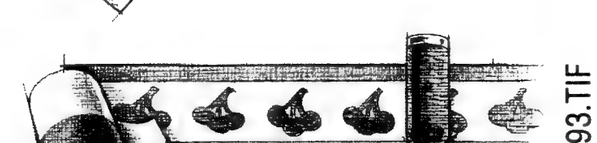

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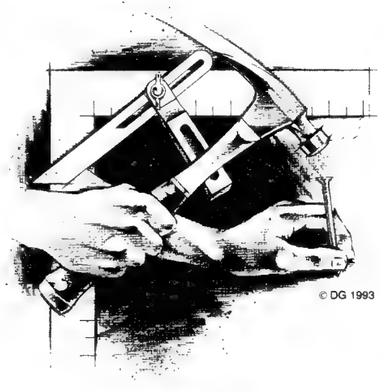

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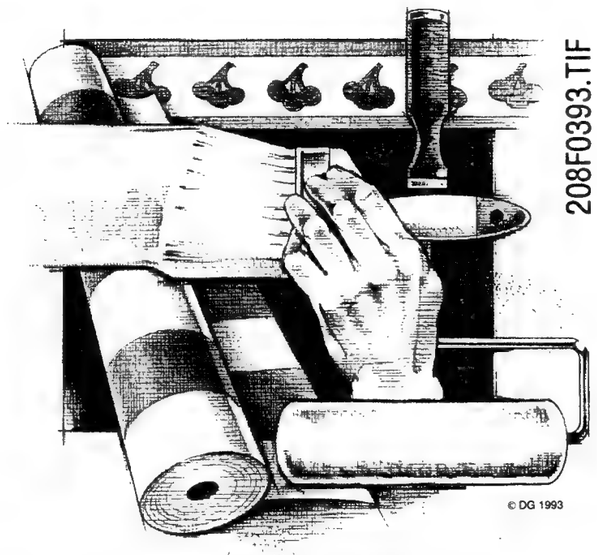

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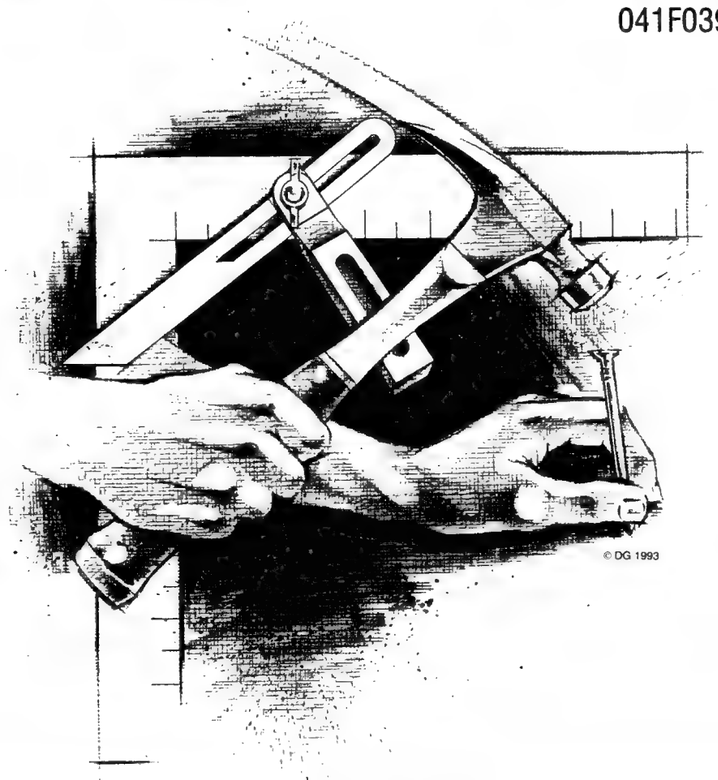

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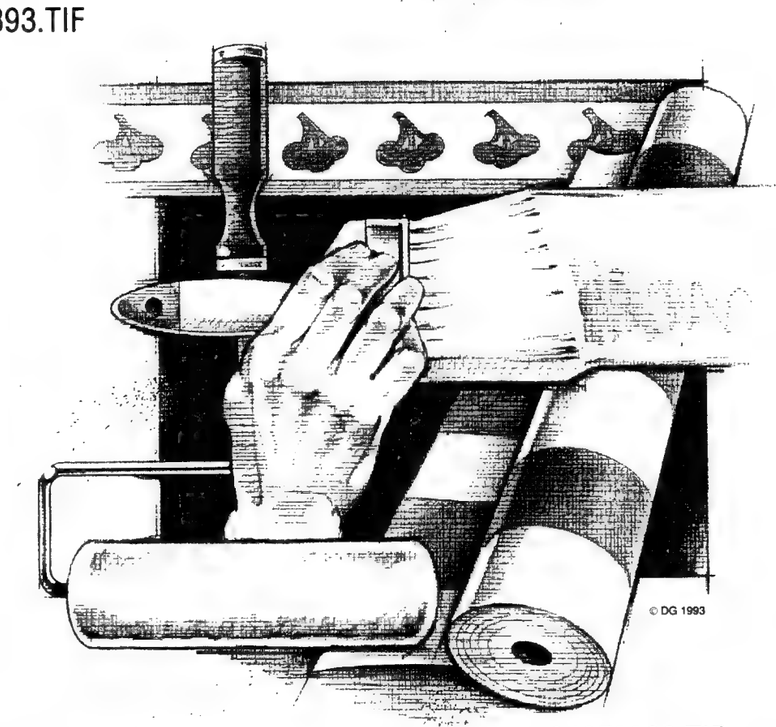

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Sign up today!

GIRLS' SOFTBALL LEAGUE

Register your child for all the fun and excitement of summer softball! Come to the Administration Building.
Registration is March 27 & 28 from 1 to 3 P.M.

Westville Park District

Corley Ball Field
1210 W. Park Ave.

SPRING INTO ACTION

Spring & Summer 1993
Just look at all of the fun events there are in store for you this spring and summer at your Park District

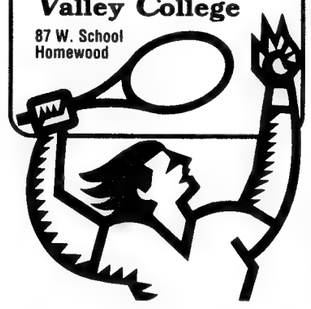
Pleasant Hills Park District

Be a Winner!

To get the job you want, you need the training you can get only from a solid college education.
The cost of an education, like everything else these days, is going up rapidly. Make your education more affordable with the low tuition rates at Valley College.

Call our Admissions Office today at 555-4674 for more information and class schedules.

Valley College
87 W. School
Homewood



We're all in the same boat

Times are tough. Money is tight. You're looking for savings anywhere you can find them. With such high costs these days, it pays to shop around for the best prices. That's why we make this promise...

NO PRICE INCREASES FOR ONE YEAR!

Menard Drug Store
4456 N. Hamlin Ave. • Mon.-Sat., 8-7 • Phone 555-3839

Before you take the plunge...

know what you're getting into!

First Time Home Buyers' Seminar

So you are tired of putting your money into rent every month and seeing no return. You've decided that it's time to start looking for a home. But you have no idea where to begin your search. Do you want a single family house, a duplex, or a condominium? Classic or contemporary? What kind of financing is available? Where can you find it? Get all the answers at a seminar for first-time buyers on Sunday, March 28, from 1 to 5 p.m. There is no cost, but reservations are required. **Call 555-4458 for details.**

Forrester Real Estate, Inc.
4789 N. Porter Ave. • Puccini Executive Plaza

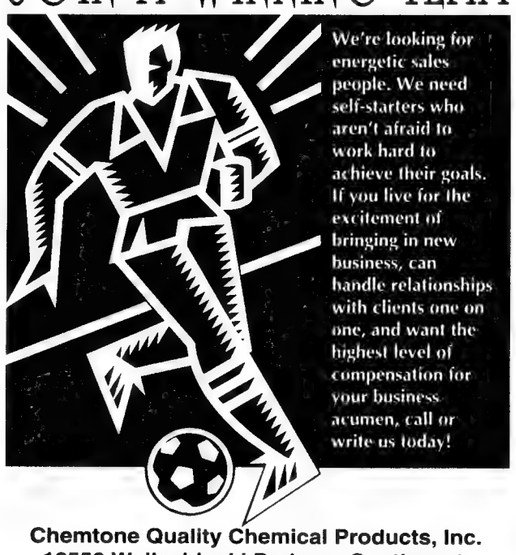
SPRING 1993

SPORTACULAR SALE

ONE BIG WEEK!
March 21-27

Micheletti's Sporting Goods

JOIN A WINNING TEAM



We're looking for energetic sales people. We need self-starters who aren't afraid to work hard to achieve their goals. If you live for the excitement of bringing in new business, can handle relationships with clients one on one, and want the highest level of compensation for your business acumen, call or write us today!

Chemtone Quality Chemical Products, Inc.
16556 Wallechinski Parkway Southwest
New Brunswick, Missouri 65654
Phone (311) 555-4676, ext. 242

Smooth Sailing...

When you can get all your insurance needs from one agency!

The best times in life are when you don't have a care in the world. That may sound too good to be true, but it's possible if you plan ahead. Life, auto, homeowners and health insurance should be part of that plan. Call us today for your free evaluation. We can customize an insurance plan to fit your needs.

John Livingston Insurance Group
1289 W. Armitage Ave. • Call (311) 555-3637

Spring 1993

SPORTACULAR Sale

ONE BIG WEEK ONLY!

March 21-27

BASEBALL TEAM UNIFORMS
Our entire stock of quality uniforms from famous makers like Sportoz and BallTime are available now for.....**20% Off Reg. Price**

PERSONAL WORKOUT EQUIPMENT
Exercise bikes, treadmills, bench and barbell sets, rowing machines, steppers, cross-country ski-machines, step benches, and home gyms are now.....**30% Off Reg. Price**

SELECT GOLF CLUBS & BAGS
Get your golf game into the swing of things with a new set of irons or woods, or a new bag for those clubs from famous makers like Dunlap and Artie Balmer for.....**40% Off Reg. Price**

TENNIS & RACQUETBALL NEEDS
Great selection of wood and graphite racquets, balls, and racquet covers as well as select men's and women's tennis wear from brands like Tilson, Vanguard, and ProKing are.....**30% Off Reg. Price**

Micheletti's Sporting Goods
560 W. Avalon St. • Hours: Monday-Saturday 9 AM-9 PM, Sunday 12 PM-5 PM • Phone 555-3454

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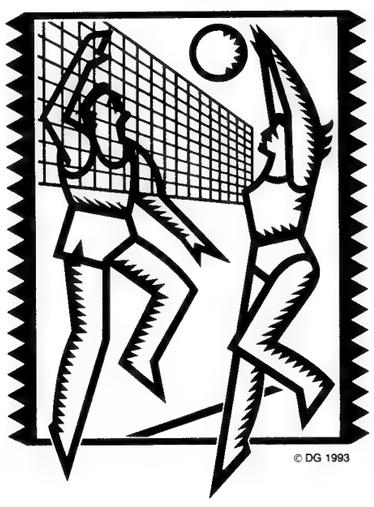

200F0393.EPS

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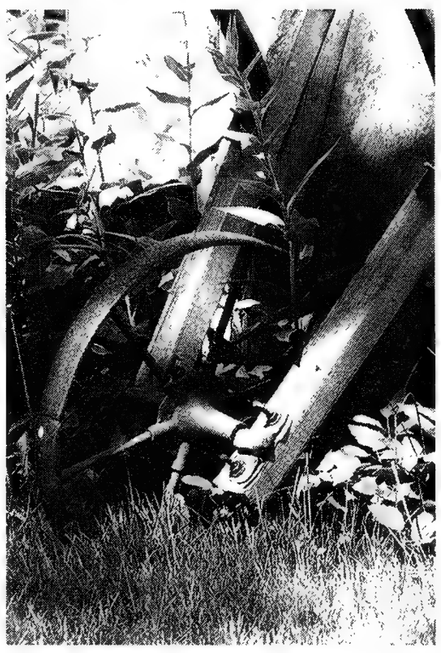
Lincoln Plaza
1023 N. University

The Great Outdoor Sale



Saturday & Sunday
March 13-14
10 a.m. - 5 p.m.

Catch a breath of fresh air and get great savings! This outdoor sidewalk sale has winter clearance and new spring merchandise from every store in the mall.

- Games for the kids
- Hot dogs & popcorn
- Soft drinks & coffee
- Chuckles the Clown

CARSON'S
THE CLEANING SPECIALISTS

- **Carpet Cleaning Special**
  2 rooms $25
  5 rooms $49
- **Furniture Cleaning Special**
  Sofa or 2 chairs $29

Major credit cards accepted
PIZA
NothingCard

311 555-6711
Minimum travel charge to some areas

"Open House" Aug. 91 Clipper

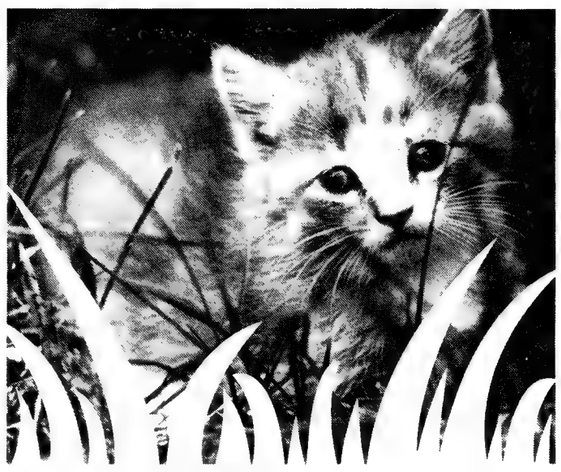
The Loft Shops

Thursday, March 18 • 10-5
Friday, March 19 • 10-8
Saturday, March 20 • 10-5

Welcome spring! Come see all the new spring merchandise and enjoy refreshments. Register to win a Helen Clay figurine, a retail value of $75.

Located on Rt. 55,
5 miles north of Lakeville

OPEN HOUSE



It's a jungle out there!

You deserve to come home to a great place like this

Spacious living rooms, master bedroom suites with whirlpool baths, kitchens with modern appliances. These one-of-a-kind apartments are filling up fast, so don't miss your chance. Come see our model apartment today.

Logan Hollow
1415 Logan Road • 555-9293

We cater to KIDS

Your kids get to pick from their own special menu! Great food at great prices.

Chicken Strips
Hamburger
Cheeseburger
Hot Dog
Grilled Cheese

Served with french fries and a drink for only $2.99

Bennington's Family Restaurant

1009 Canton • Open 7 days from 7-10 • 555-5012

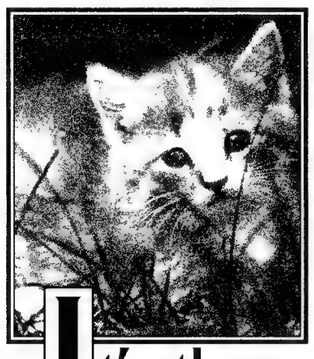
it's for you!

The latest springtime fashions at the lowest prices

Dresses - $16.99 to $59.99
Accessories - $5.99 and up
Print blouses - 2 for $16.99

attitudes for girls

Metro Plaza • Mon.-Sat. 10-8, Sun.12-5



It's the cat's meow

Our spring stock-up sale means you get savings throughout the store on all your craft needs.

SPRING SALE
25% - 40% off

- Hot glue guns
- Embroidery floss
- Select silk flowers
- Ditz Fabric paints
- Greenware
- Select ribbon & lace

The Craft Junction
211 Lake • M-S 10-9, Sun. 12-5

"Breath of Spring" Apr. 91 PMS
Flowers Mar. 91 PMS

breath of Spring

The freshest fashion trends and tips for spring dressing

Ruff, ruff, ruff...

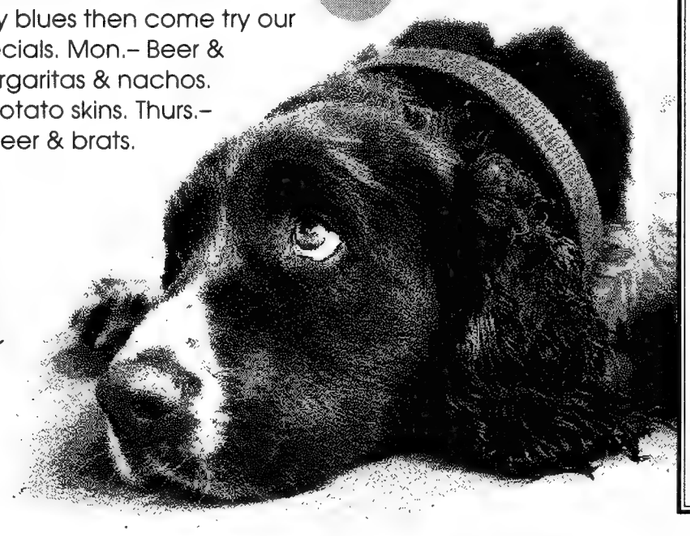
Had a rough day?

Come relax, unwind, and get happy with food and drink specials every weeknight!

If you have the weekday blues then come try our Waycool Weeknight Specials. Mon.– Beer & buffalo wings. Tues.– Margaritas & nachos. Wed.– Bloody Marys & potato skins. Thurs.– Beer & ribs. Fri.– Import beer & brats.

The Glass Parrot
1511 Harvey

Your place for food, drinks, music, and fun!



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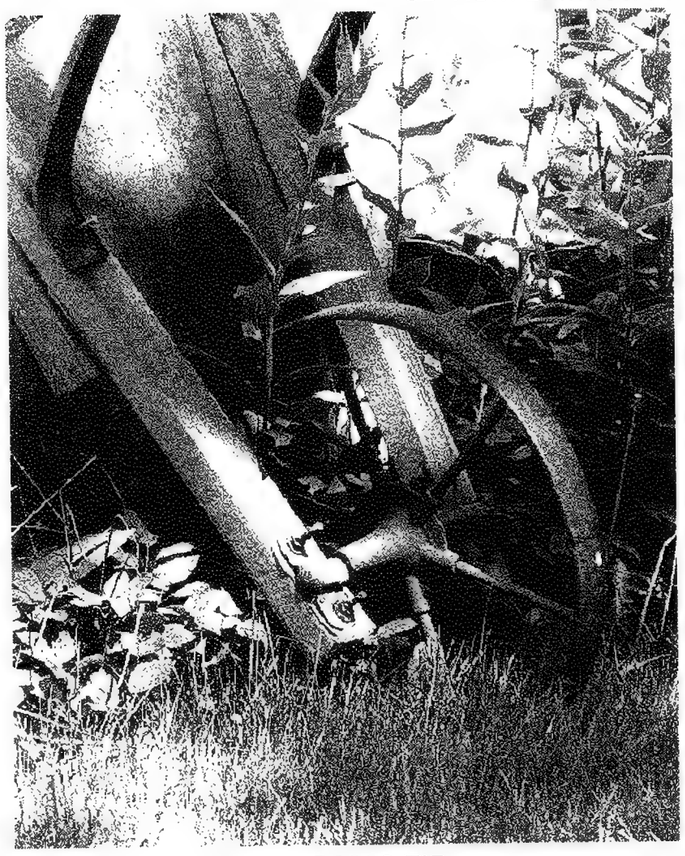

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THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

140P0393.TIF

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Savin' O' The Green Sale Mar. 86 PMS

Savin' O' The Green SALE

Super discounts on merchandise in every department!

Sweaters, sweatsuits, dresses, suits, wool coats, jackets, shoes, boots, and accessories are all on sale through March 31 at our Maplewood Mall and Old Sheridan Village locations.

Register for a $50 gift certificate.

No purchase necessary.

Meckan's FASHIONS

SPRING Shopping Guide

Spring has sprung and values are blooming all over Oxford Valley Plaza. Get great savings and personal service.

OXFORD VALLEY PLAZA

Conveniently located at the intersection of University and Hanes, we have plenty of free parking for you.

To the POINT Sporting Goods

Gear up for your favorite spring sports with a new pair of shoes!

Select athletic shoe prices reduced 25%

Larson's Formalwear

• Tux Sales • Alterations
• Tux Rentals • Prom Center

Open Mon.-Sat. 10-9, Sun. 12-5

555-9229

Helena's Tea Room

Open for lunch daily from 11:00 a.m. to 3:00 p.m.

Delicious, fresh food. Perfect if you just want a light bite!

• sandwiches • desserts
• salads • fruit pies
• soups • pastries
• teas • coffees

Make yourself comfortable!

Your environment can be warm and exotic with furniture, accessories, rugs, dishes, and import items from around the world.

Kulavic Imports

819 Oak Drive
Oxford Valley Plaza
Call 555-9650

Mon.-Sat. 10-9
Sun. 12-5

The Book Loft

Special Spring Selection

Get your garden growing with tips on every step from planting to picking. Get a book from our Garden section.

Mon.-Sat. 9 a.m.-9 p.m., Sun. 12-5 p.m.

Phone 555-6868

March on into **Kessler Shoes**

for super savings on spring shoes!

EVERYBODY IS IRISH on St. Pat's Day at R.J.'s Grill

- *Free party hats & favors*
- *50¢ green draft beer*
- *Corned beef & cabbage*
- *Dance to live music from Rudy & the Rave after 6*

Open 7 days 11-12
586 Diversey St.

Splish Splash

Summer doesn't start until the Morton Pool opens May 15!

Call the Morton Park District at 555-3845 to sign up now for your Summer Swimming Pass. Individual, Family, and Senior Citizen prices give you unlimited swim time.

Raven Park District

Presents

A concert in the park

Delight your ears with the sounds of the Raven's Wing Civic Chorus singing a selection of classical and popular pieces. There is no charge for admission.

Saturday, March 13 at 7 p.m.
Raven Park Bandstand

Pot of gold from Ready-To-Go ad frame, this issue, shortened to fit format of jewelry store ad, right center, by cutting out center portion of pot and pushing two halves closer together.

Join the Savings Parade

25% off entire stock of toys and children's books

Sale ends Saturday so shop early!

Kid's World
Open M-S 10-9, Sun. 12-6
1700 Westin Dr.

Arnette jewelers

Presents Its Annual

Pot O' Gold Sale

You'll be savin' o' the green with incredible discounts on watches, gold neck chains, and a great selection of diamond or gemstone rings. Sale ends March 31.

Located in Evergreen Mall
Open Mon.-Sun. 10-9
555-7509

Glidden Gallery

Exciting, provocative art from Diva Angelica Delacorte on display from March 5-26.

Join us for the gala grand opening Friday, March 5 from 7 to 10 in the evening.

121 Winton Dr. • M-S 10-10

"Spring" Decorative Headings & Alphabets Vol. 4 Bird in hand Mar. 90 PMS

SALE SALE

20-70% off select merchandise throughout the store

We're bursting with bargains galore for you and your family until March 31!

60% off Sweaters
Men's and women's wool fisherman's cable knit sweaters.

50% off Ladies Coats
Full length, car coats, and jackets in variety of styles and colors.

20% off Office Supplies
Computer paper, hanging files, typing paper, and more.

30% off Furniture
Select living room and dining room sets, and coffee and end tables.

70% off Baby Clothes
Snow suits, onesies, all-in-one flannel pj's, bib overalls, and more.

RANDALL DISCOUNT *Mon.-Sun. 10-7*

BLACK PLATE

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003P0393.TIF (Gray Scale)

COLOR PLATE

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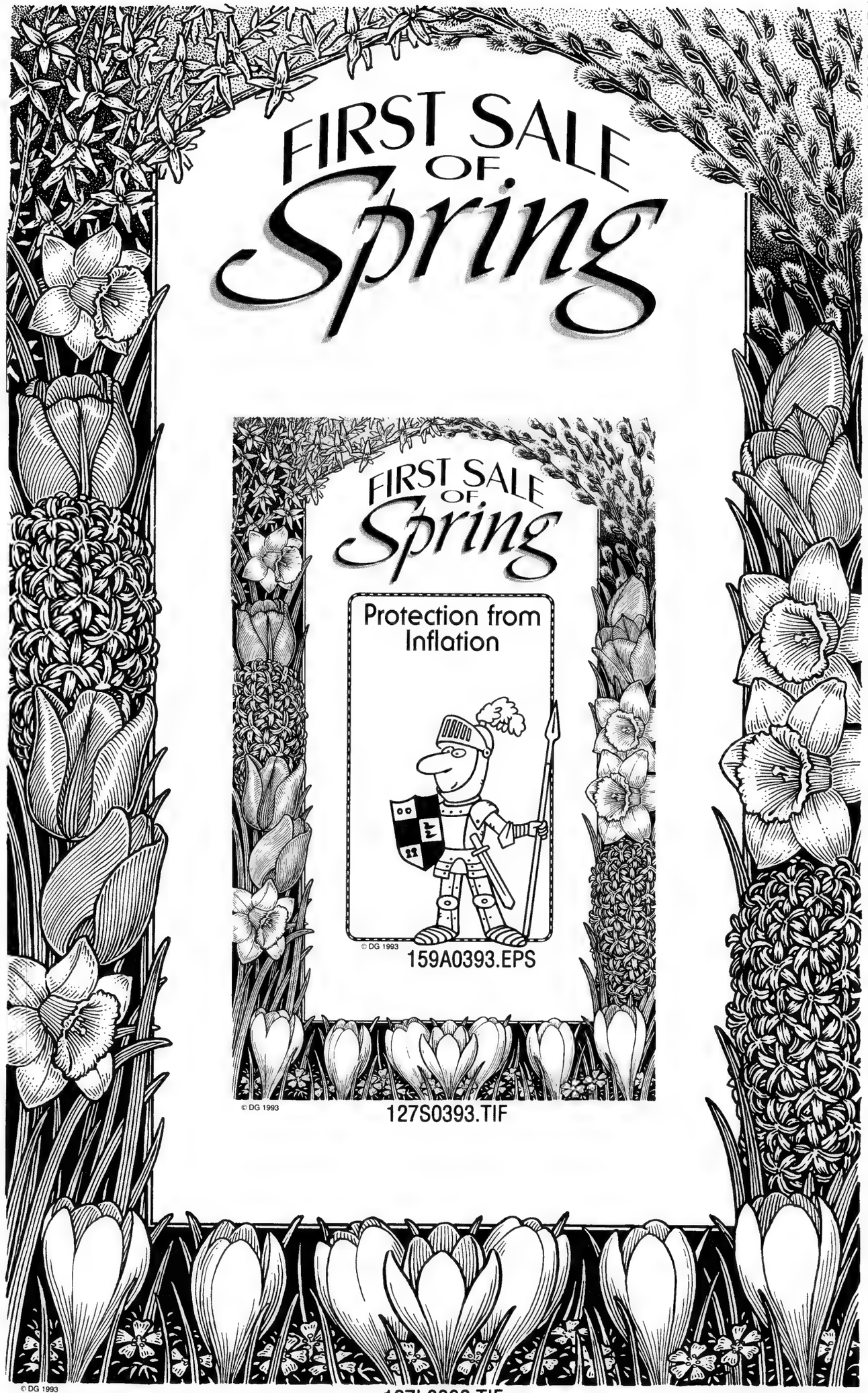

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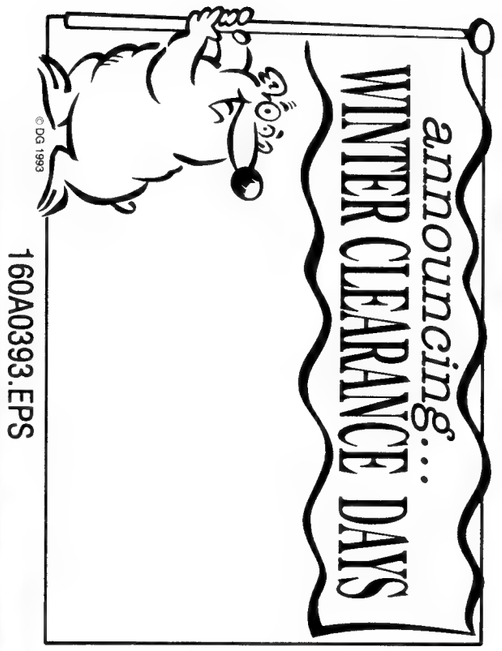

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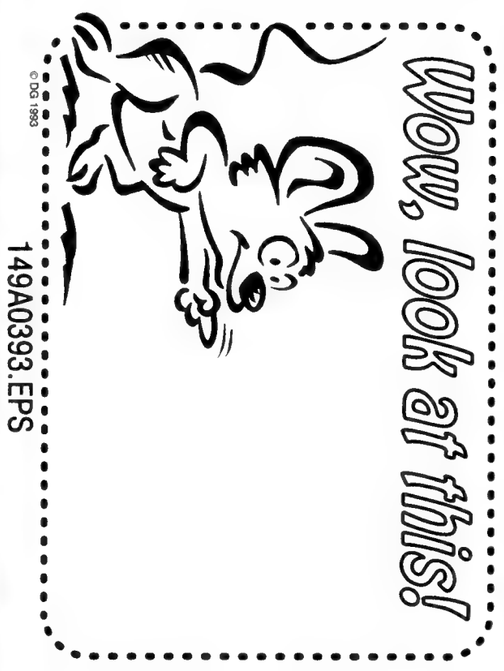

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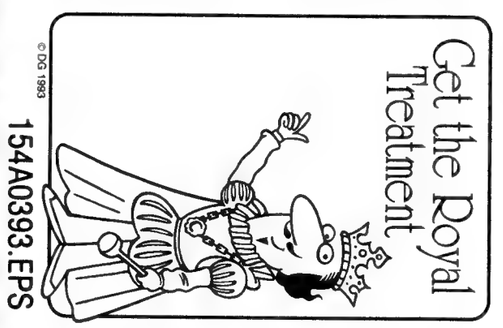

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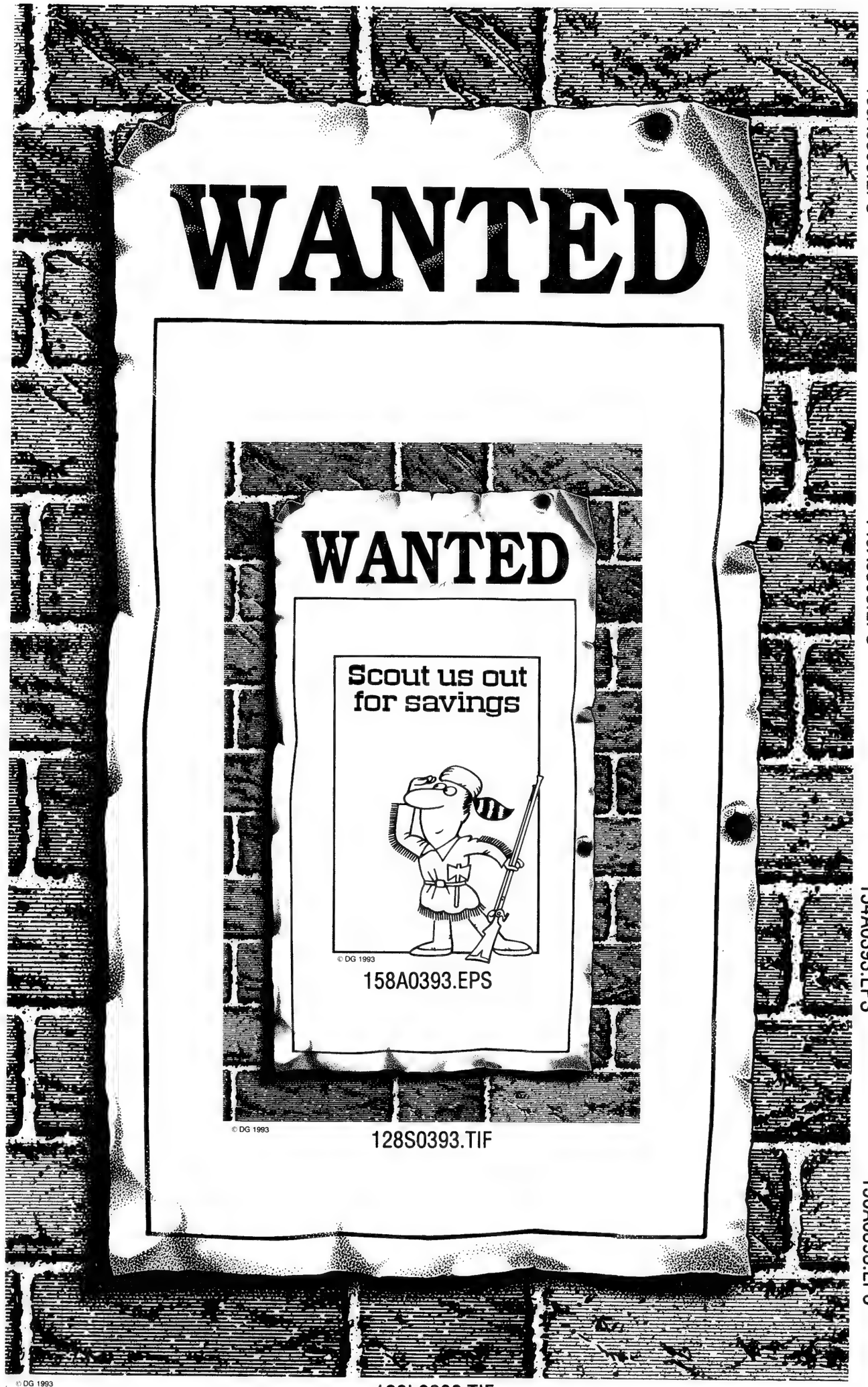

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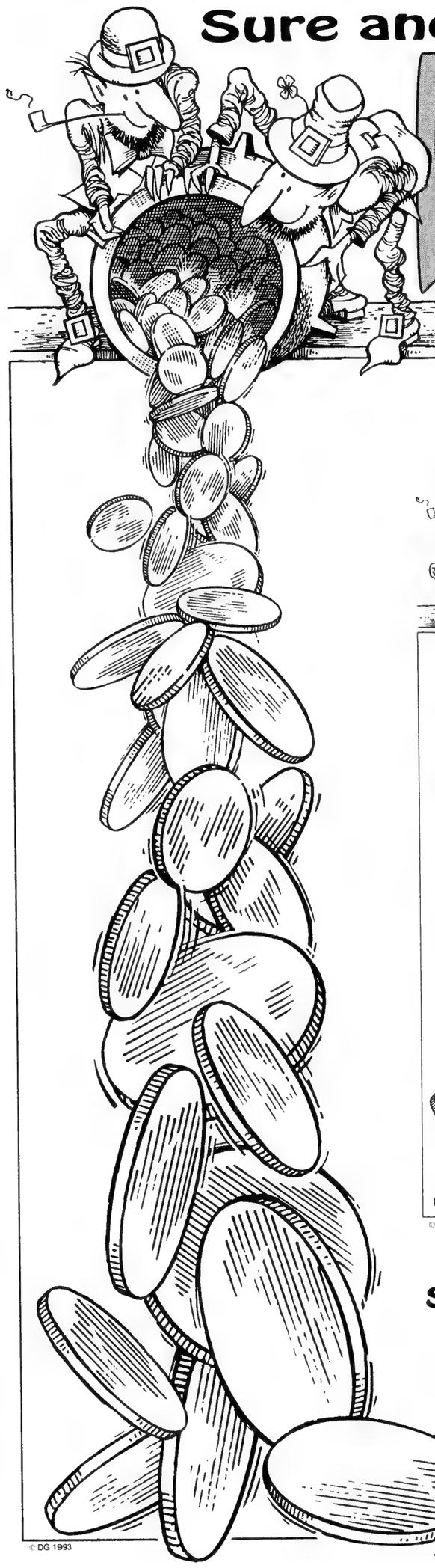
Note: Numbers identify images for Electronic PMS subscribers.

Sure and begorra, it's our

Pot O' Gold SALE



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Sure and begorra, it's our

Pot O' Gold SALE

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EVERYONE'S TALKING...

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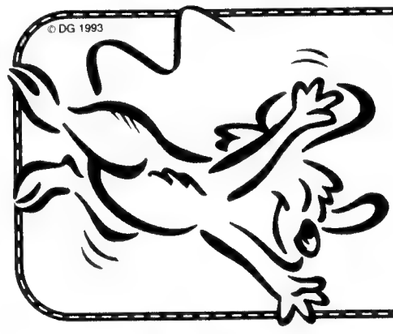

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EVERYONE'S TALKING...

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162F0393.EPS

YOU'LL BE Sayin' the Green!

CD-ROM EPMS03/93

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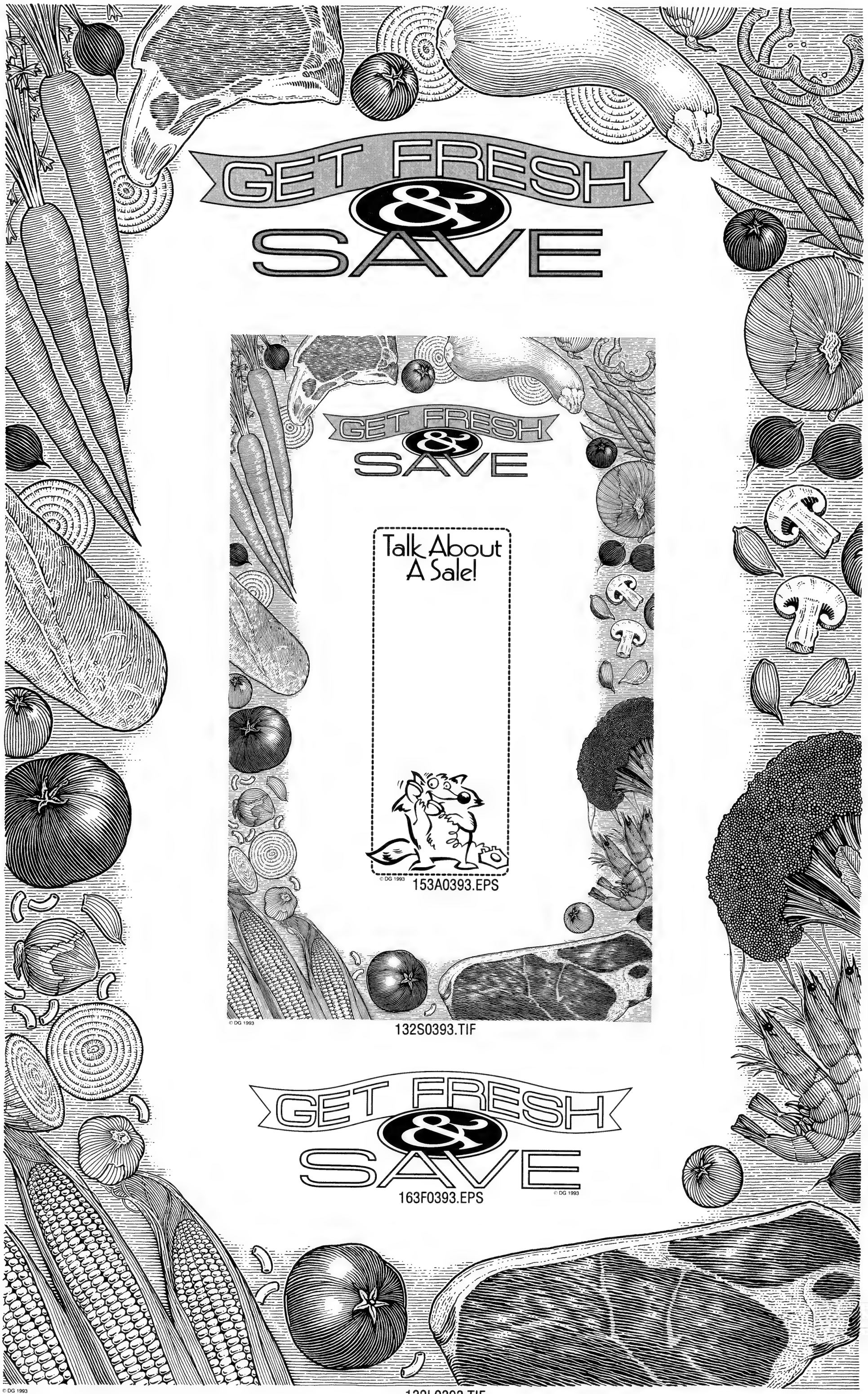

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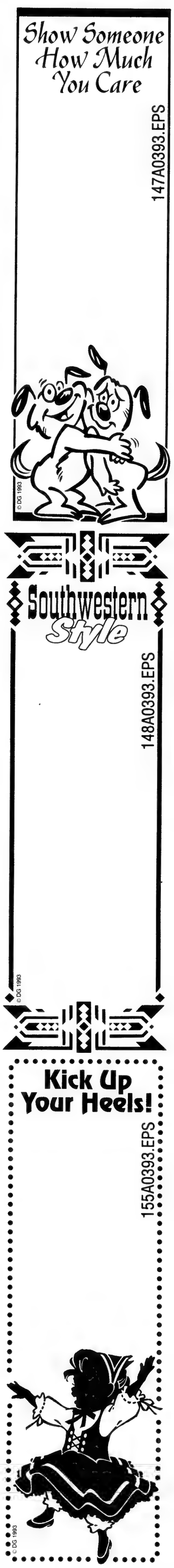

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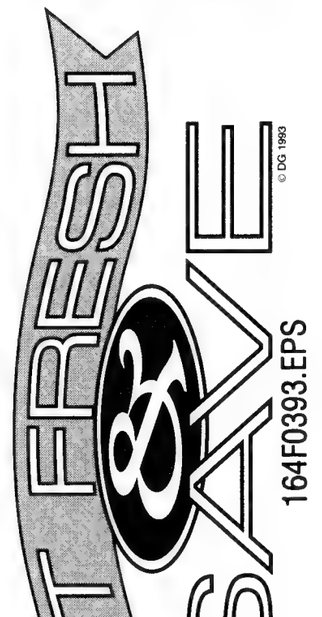
SMART SHOPPER Specials



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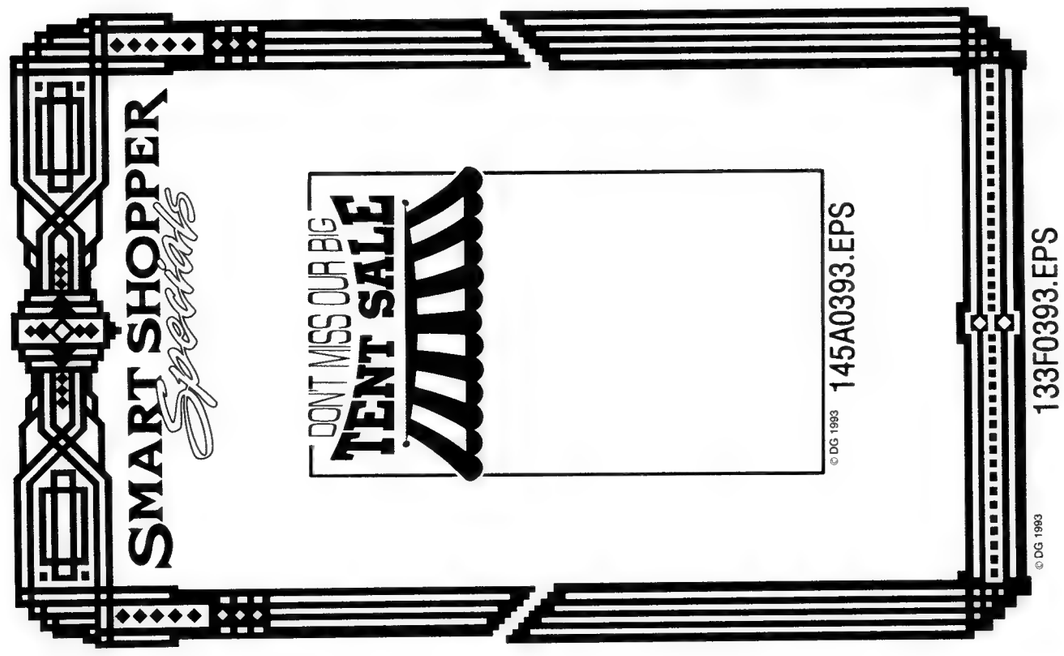

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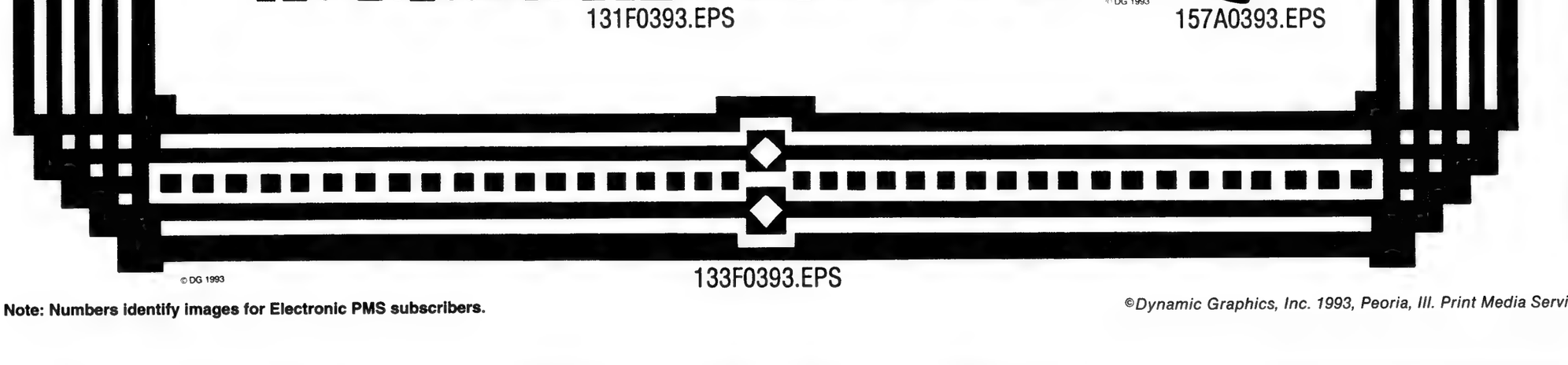

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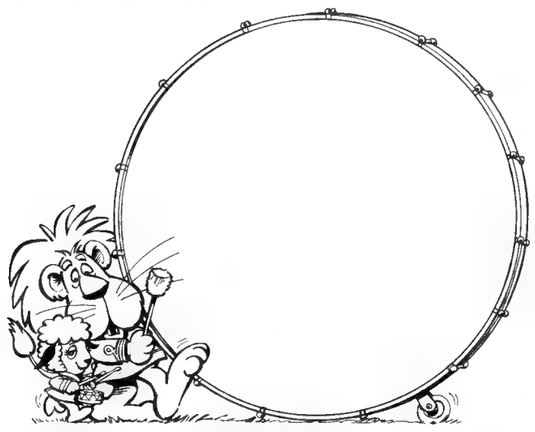
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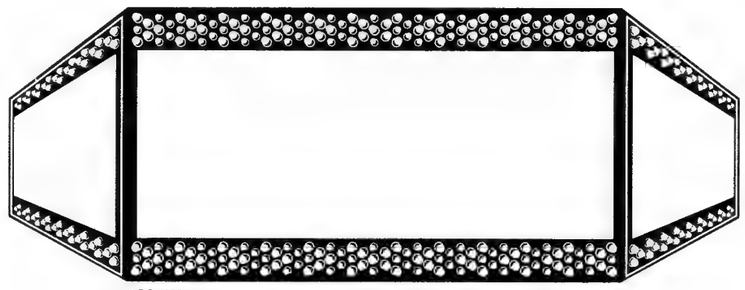
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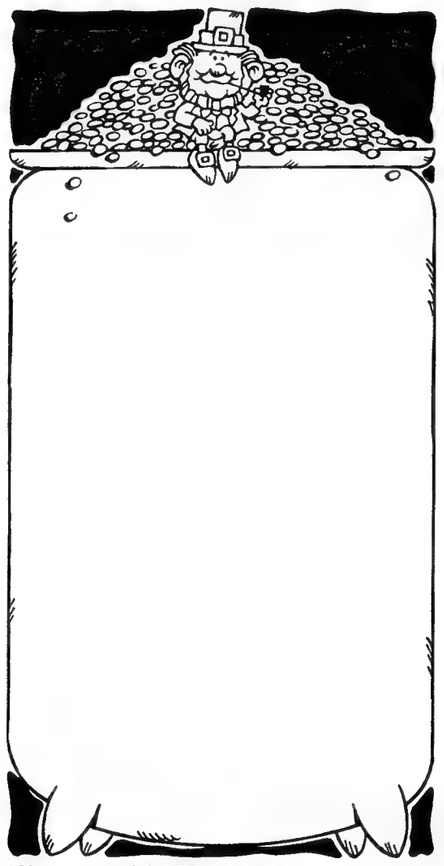
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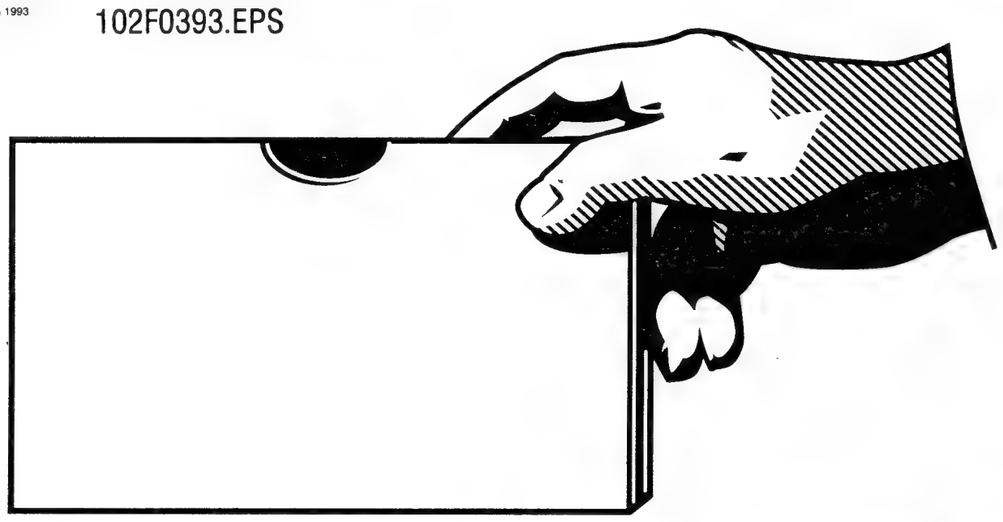
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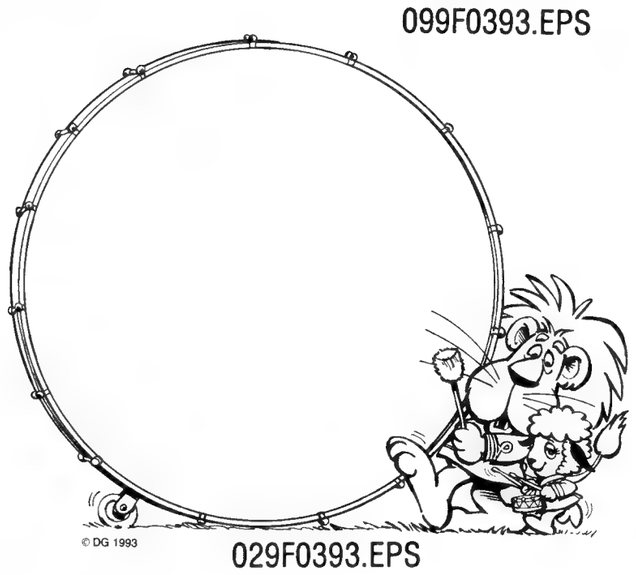
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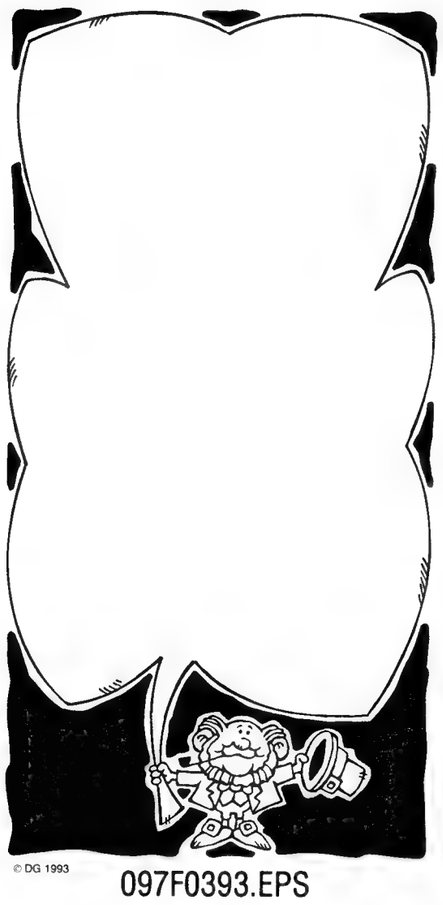
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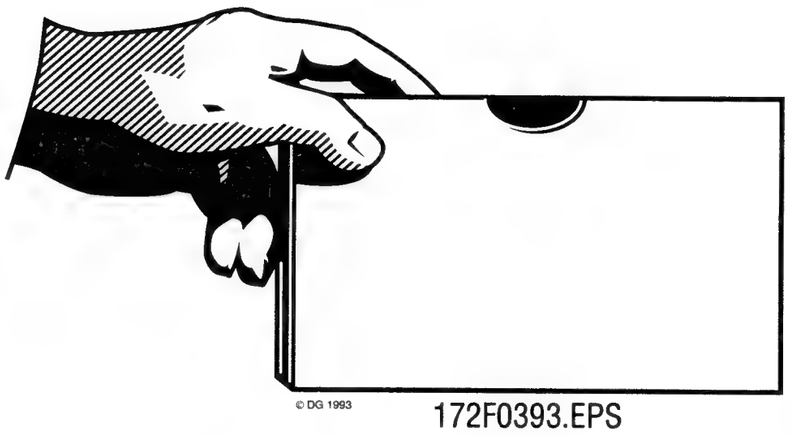
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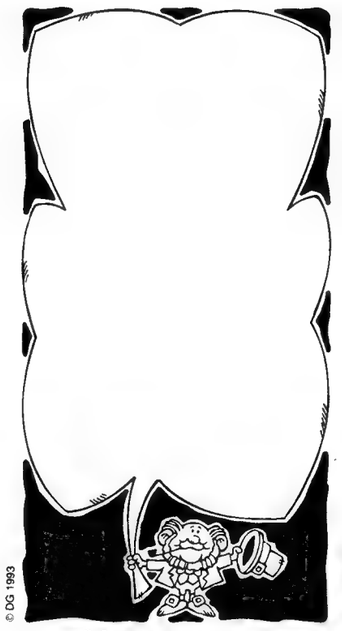
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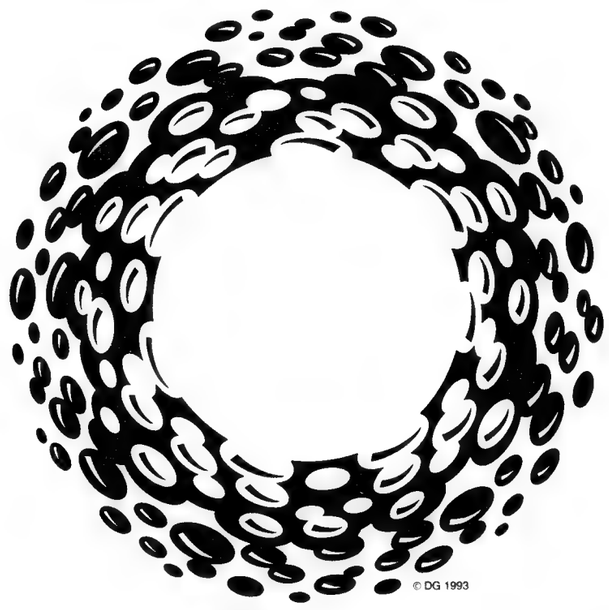
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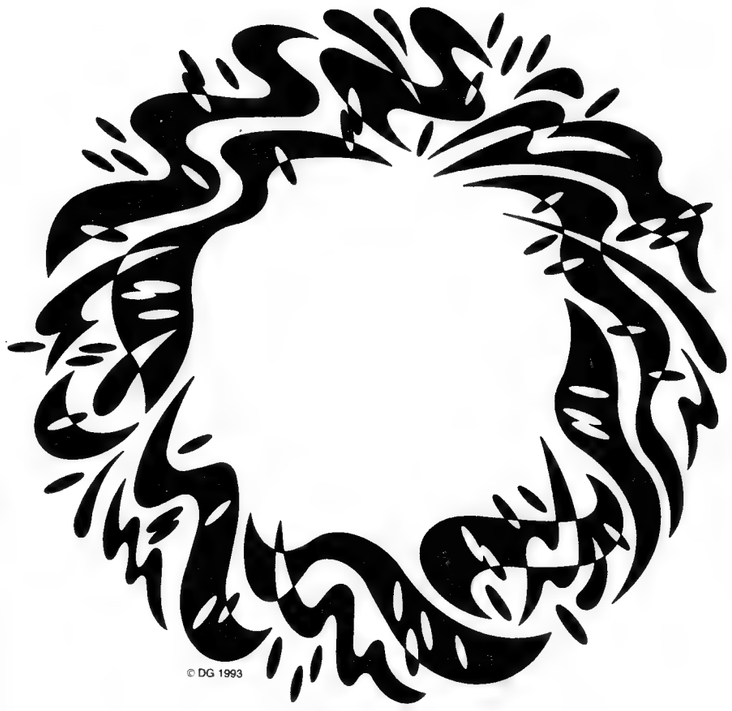
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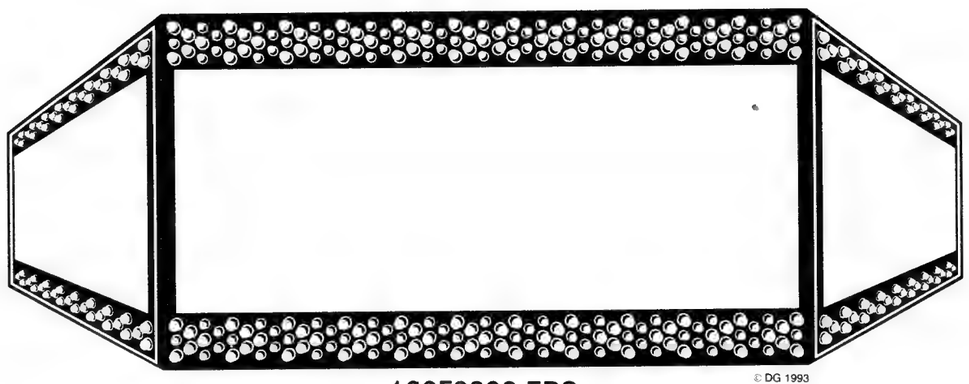
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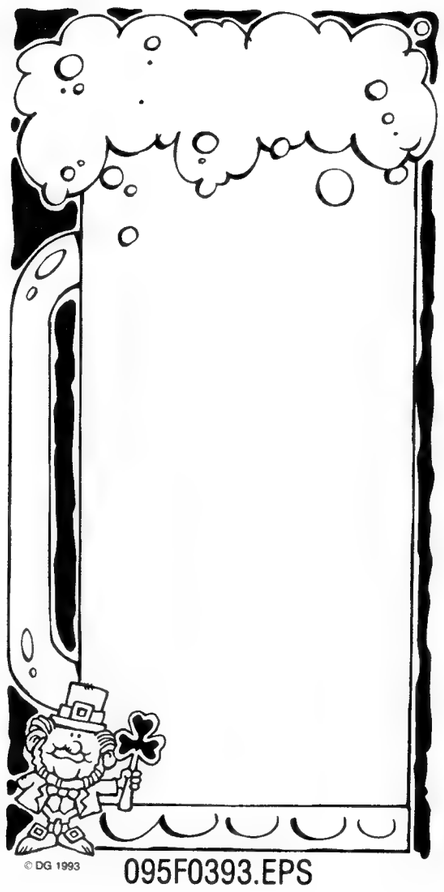
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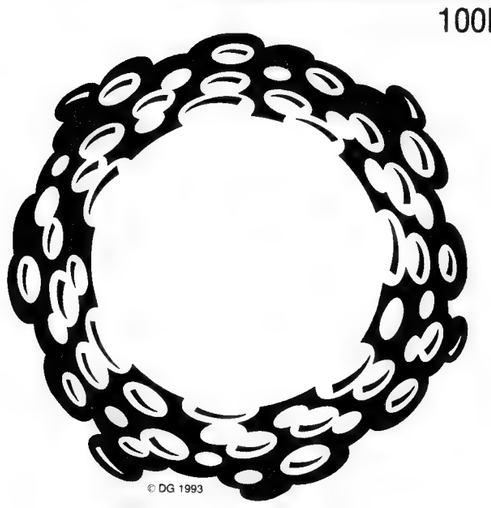
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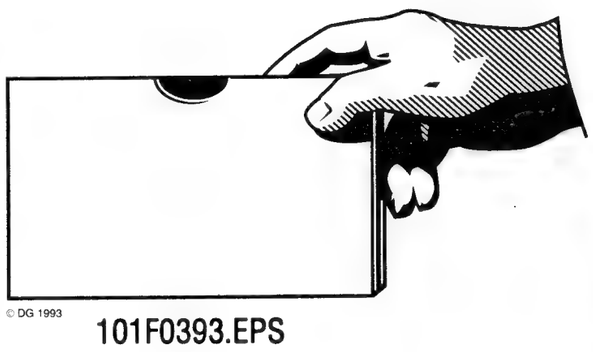
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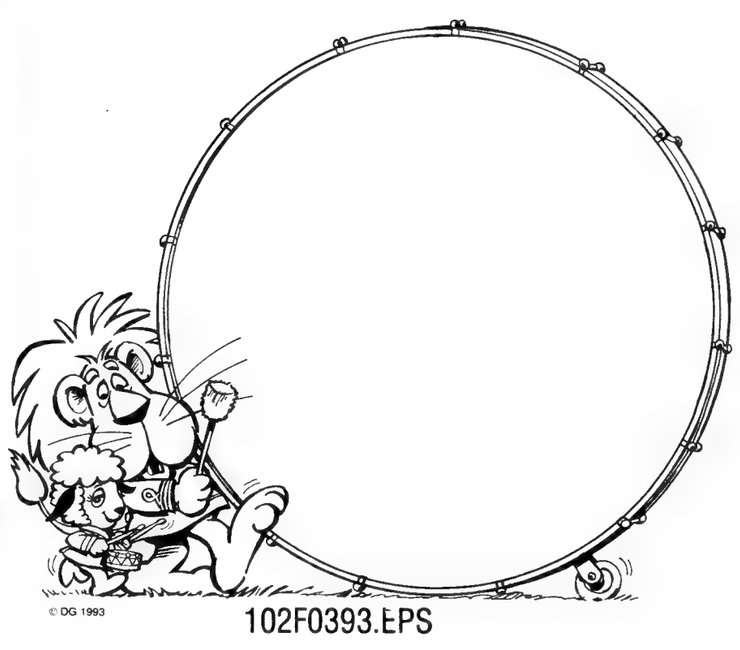
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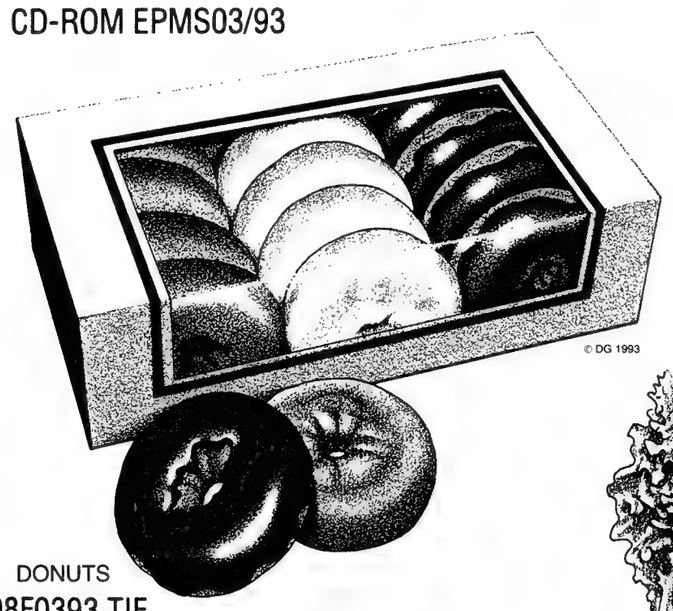

DONUTS
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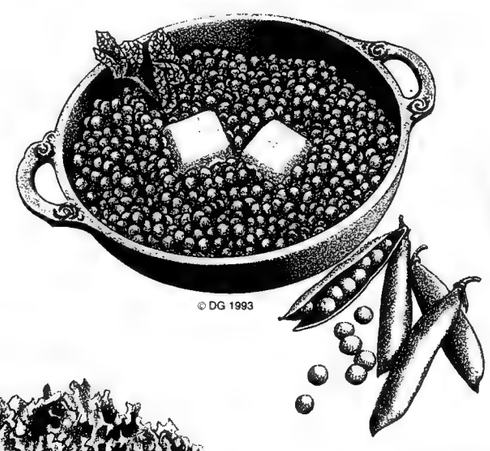

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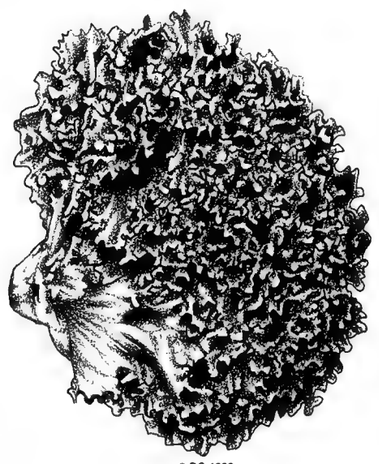

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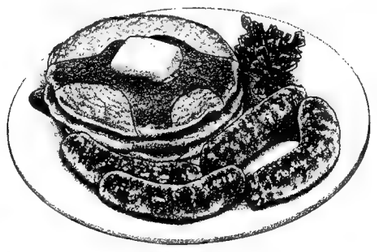

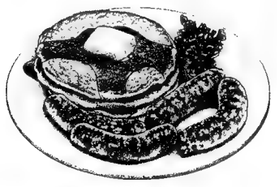

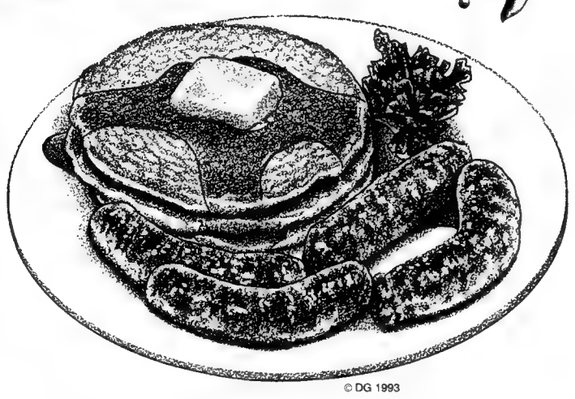

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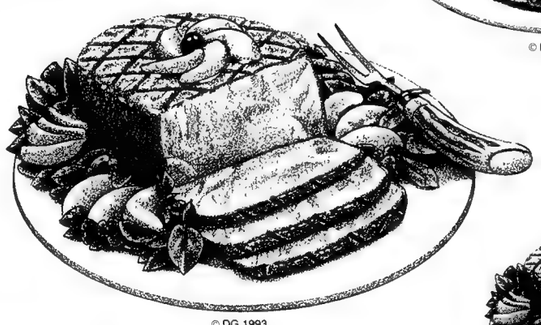

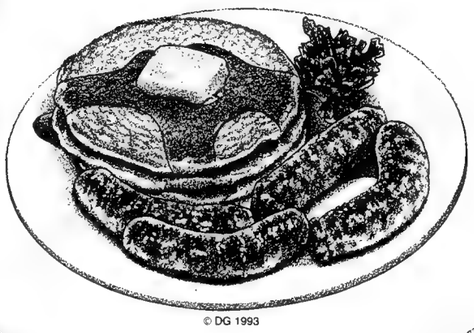

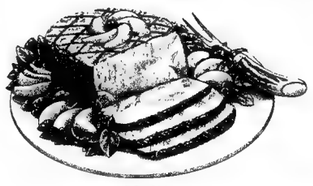

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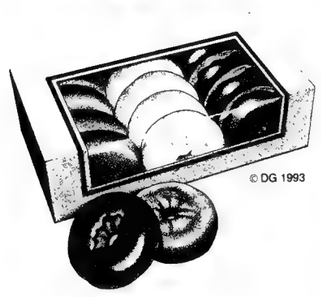

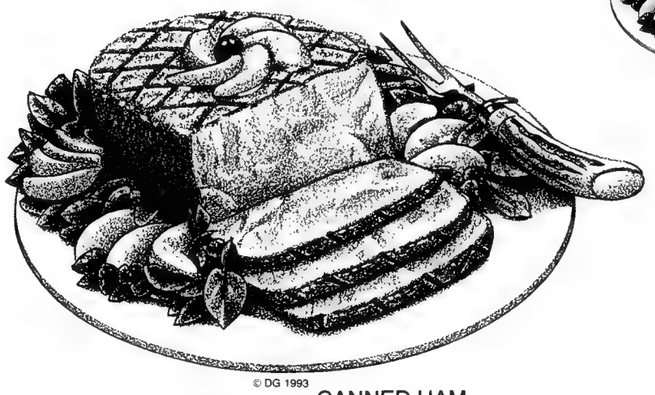

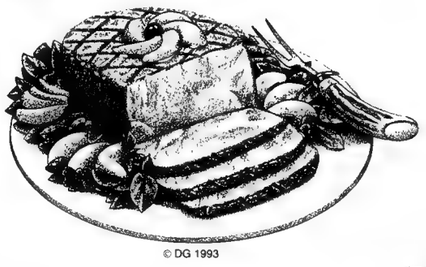

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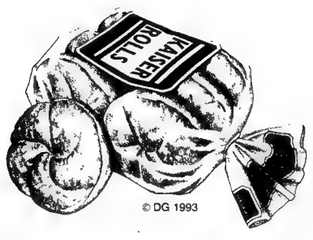

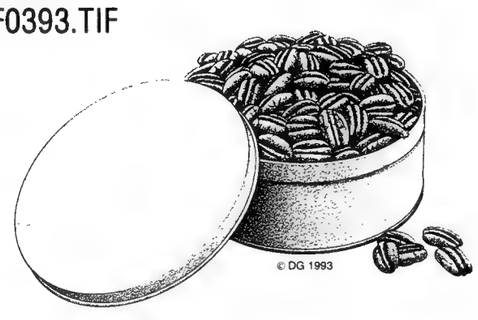

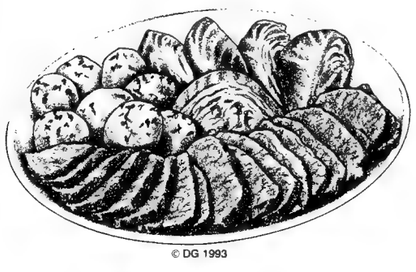

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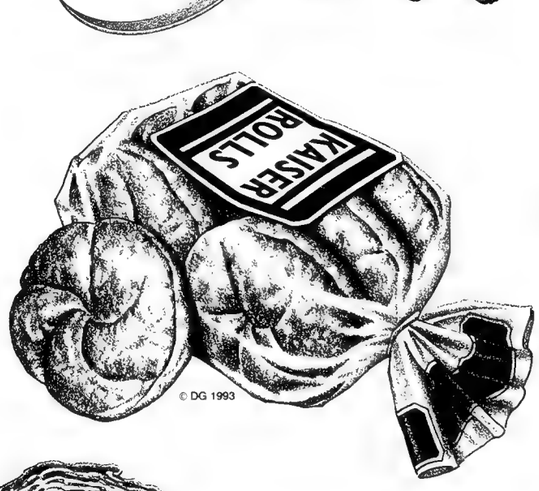

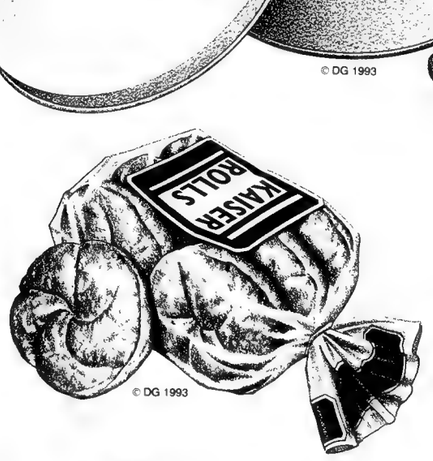

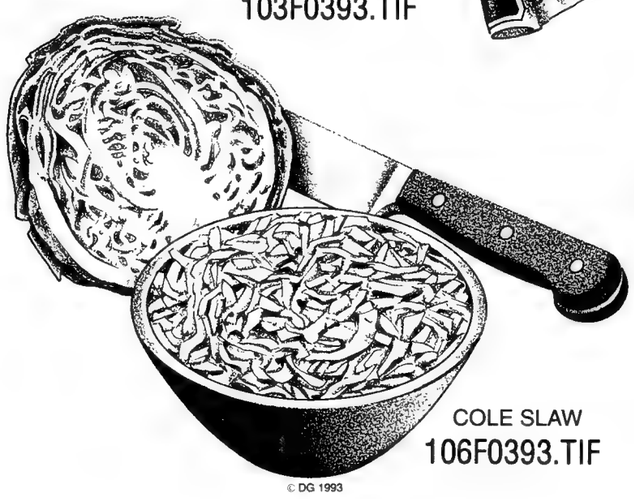

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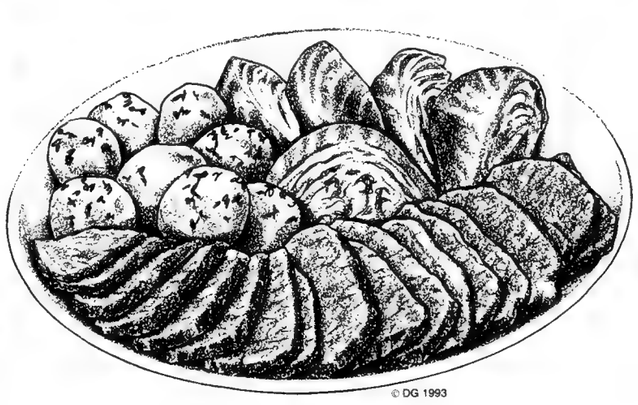

CORNED BEEF & CABBAGE
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Note: Numbers identify images for Electronic PMS subscribers.

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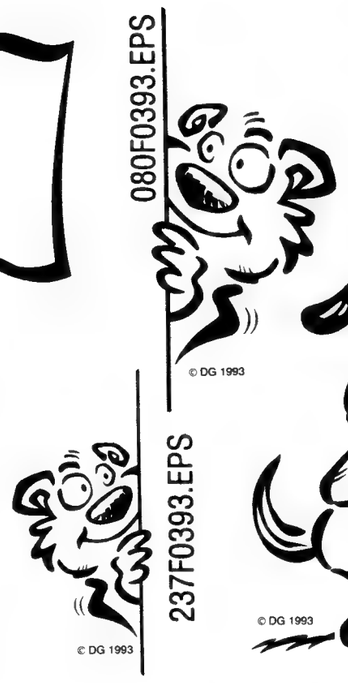

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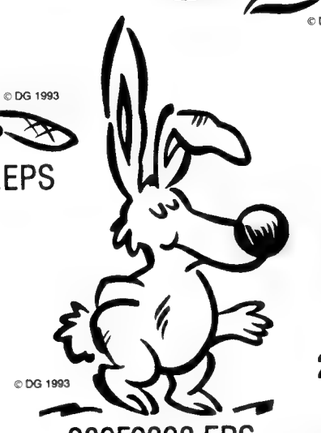

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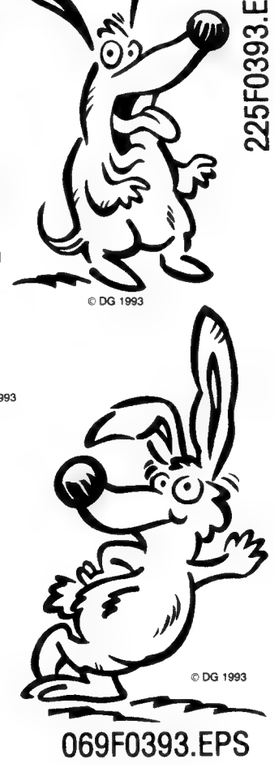

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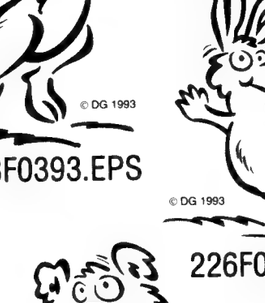

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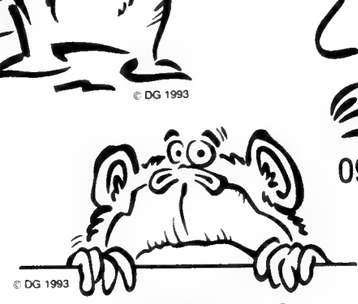

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Note: Numbers identify images for Electronic PMS subscribers.

BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

124F0393.TIF

CHINESE RESTAURANT

120F0393.TIF

120F0393.TIF

VETERINARIAN 120F0393.TIF

124F0393.TIF

126F0393.TIF

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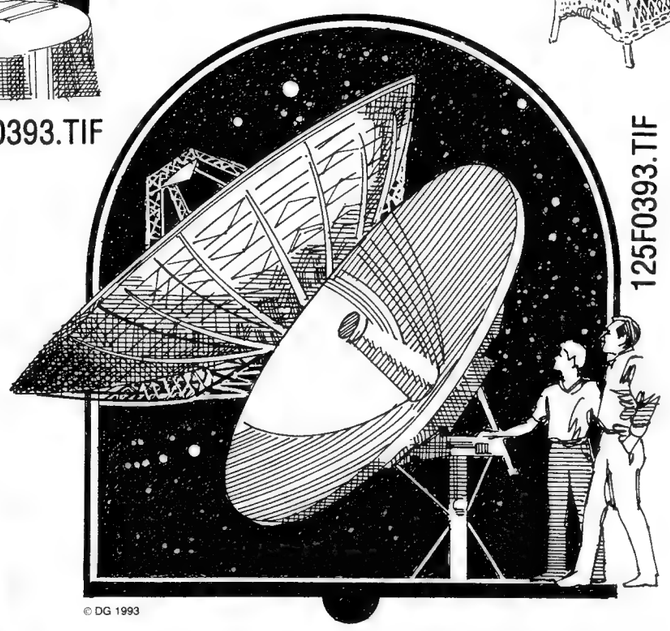

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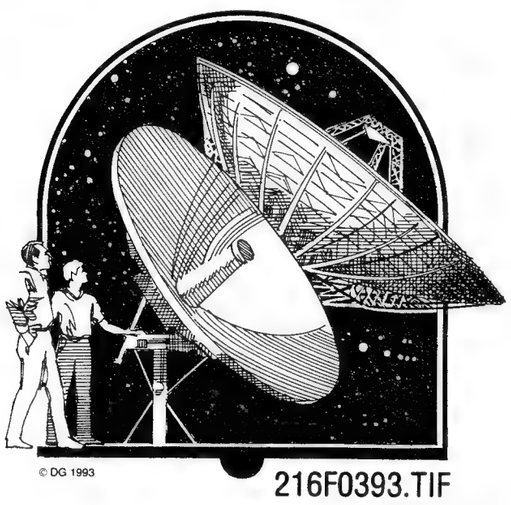

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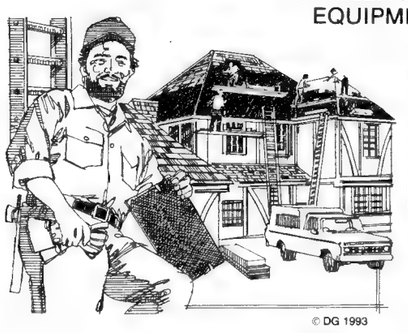
SATELLITE DISH EQUIPMENT



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121F0393.TIF

WICKER FURNITURE STORE

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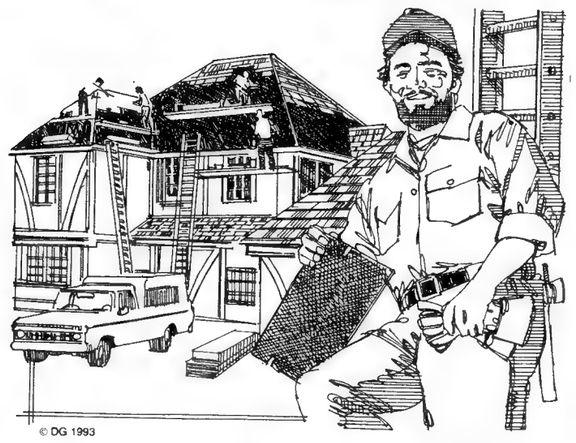

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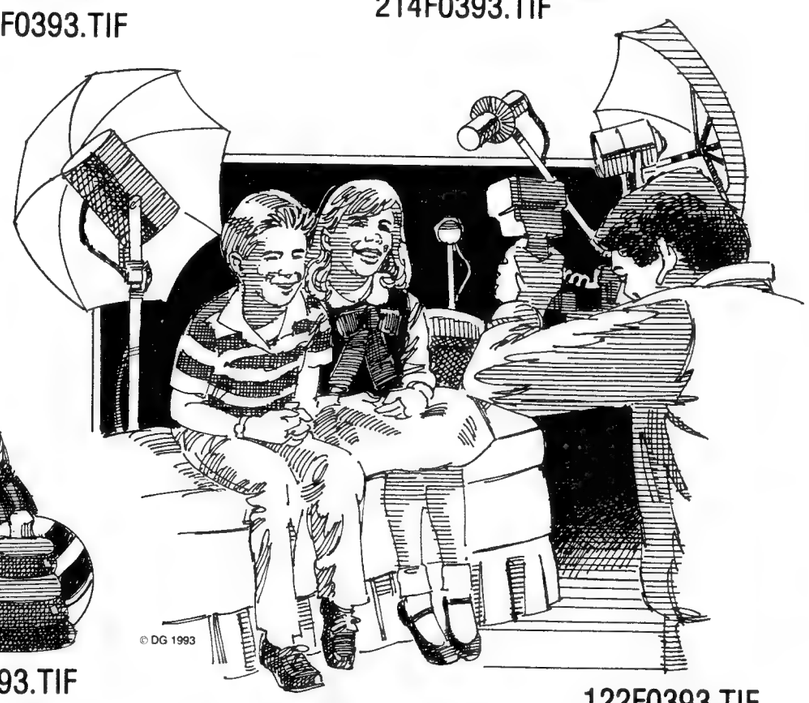
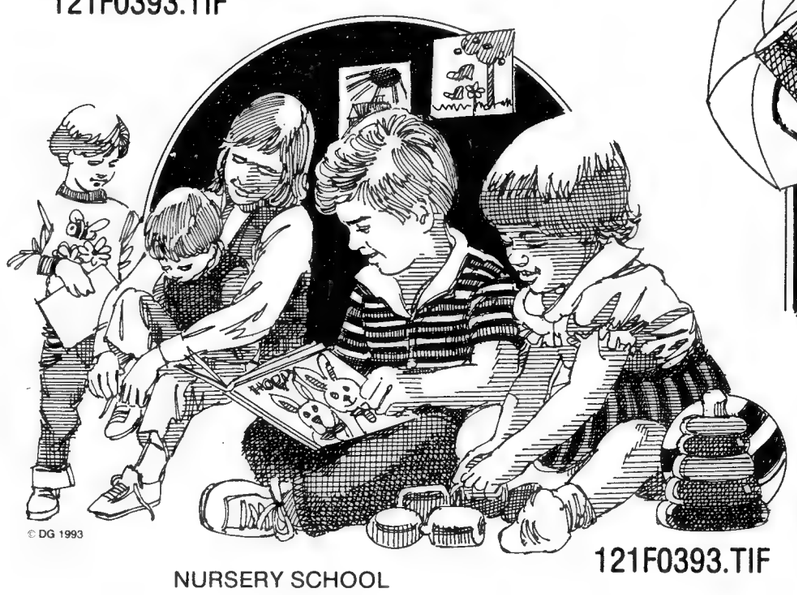


122F0393.TIF

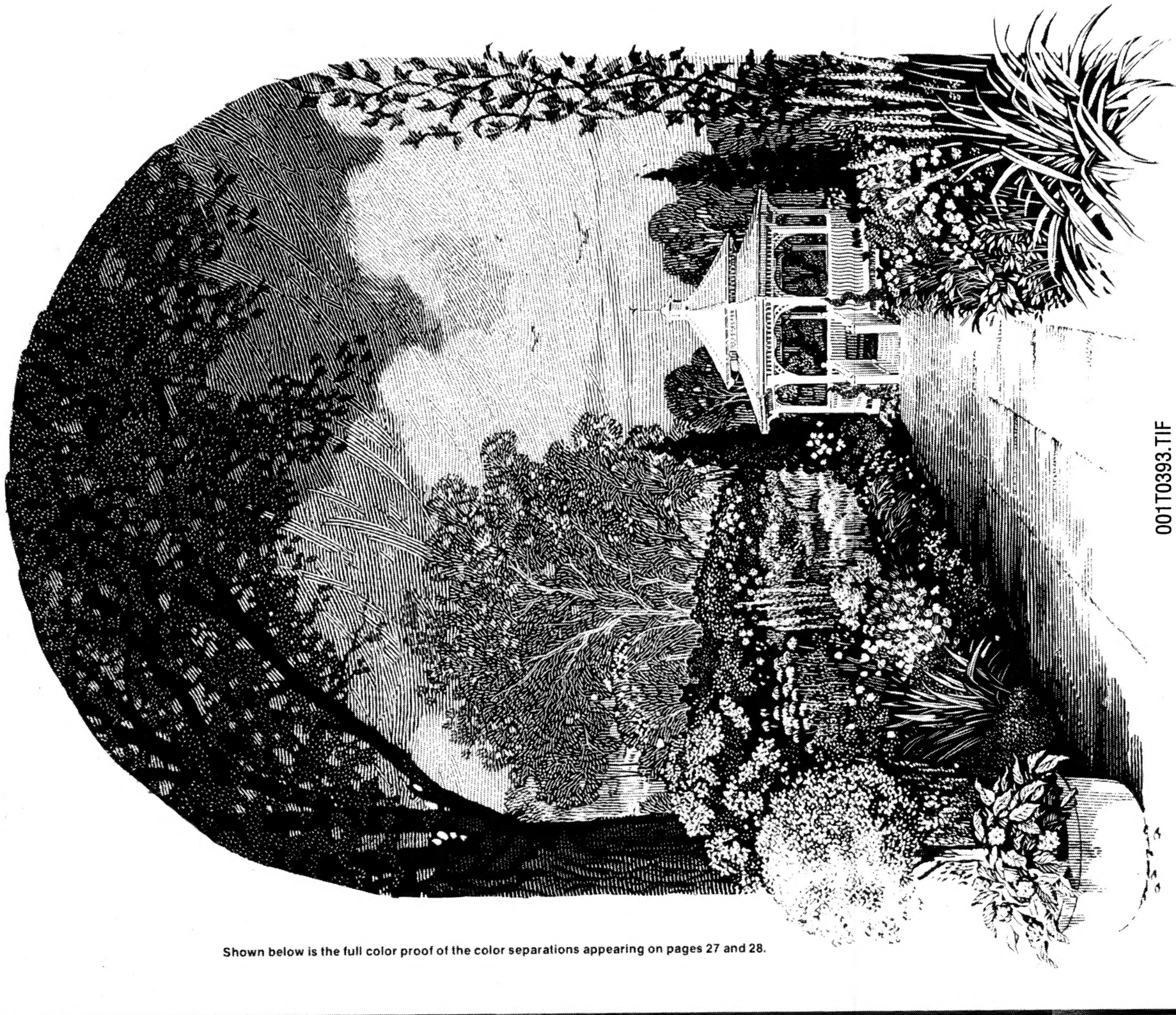
ROOFING CONTRACTOR 123F0393.TIF



NURSERY SCHOOL 121F0393.TIF

CHILDREN'S PHOTOGRAPHY 122F0393.TIF

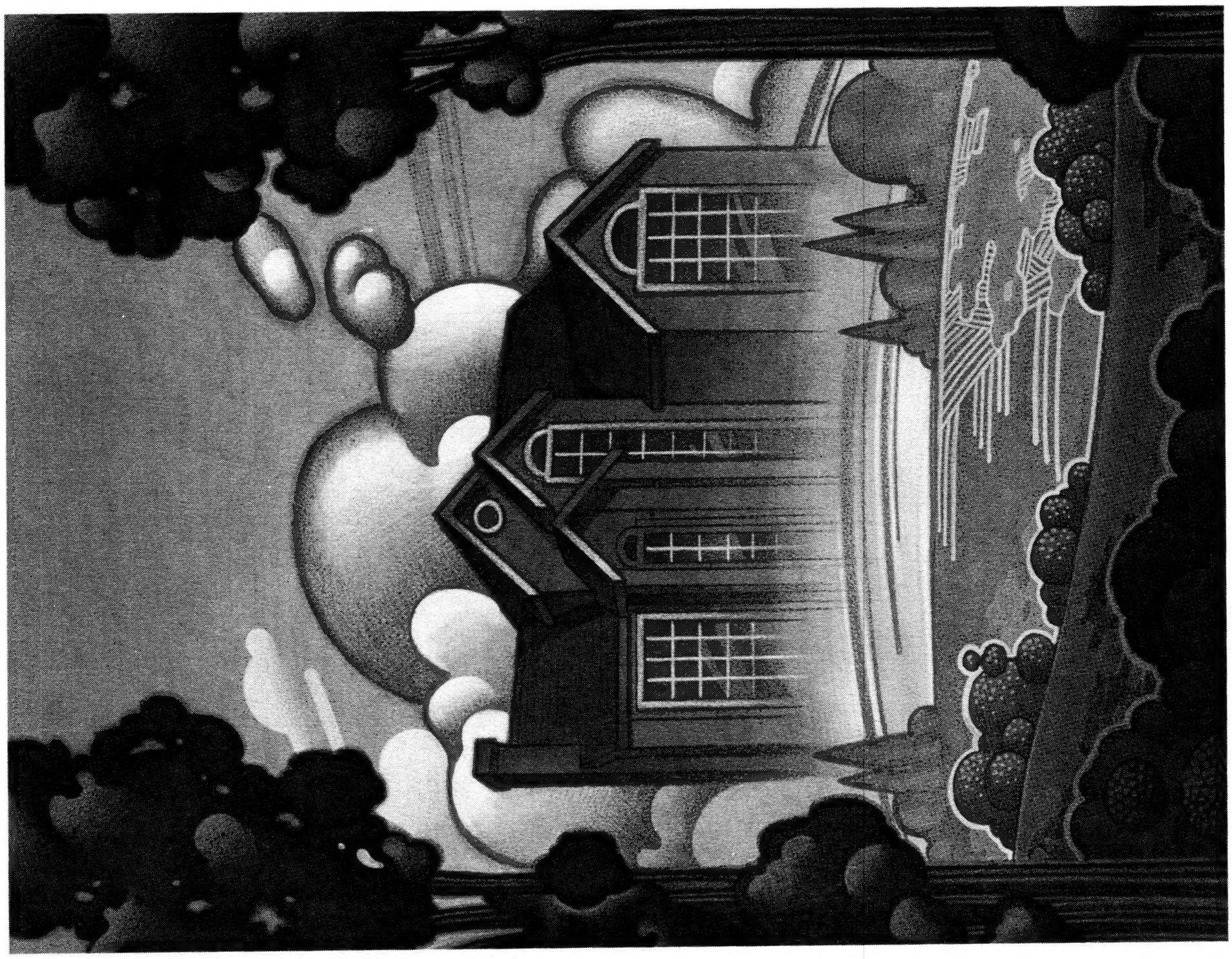
Note: Numbers identify images for Electronic PMS subscribers.



©DG 1993

001T0393.TIF

Shown below is the full color proof of the color separations appearing on pages 27 and 28.



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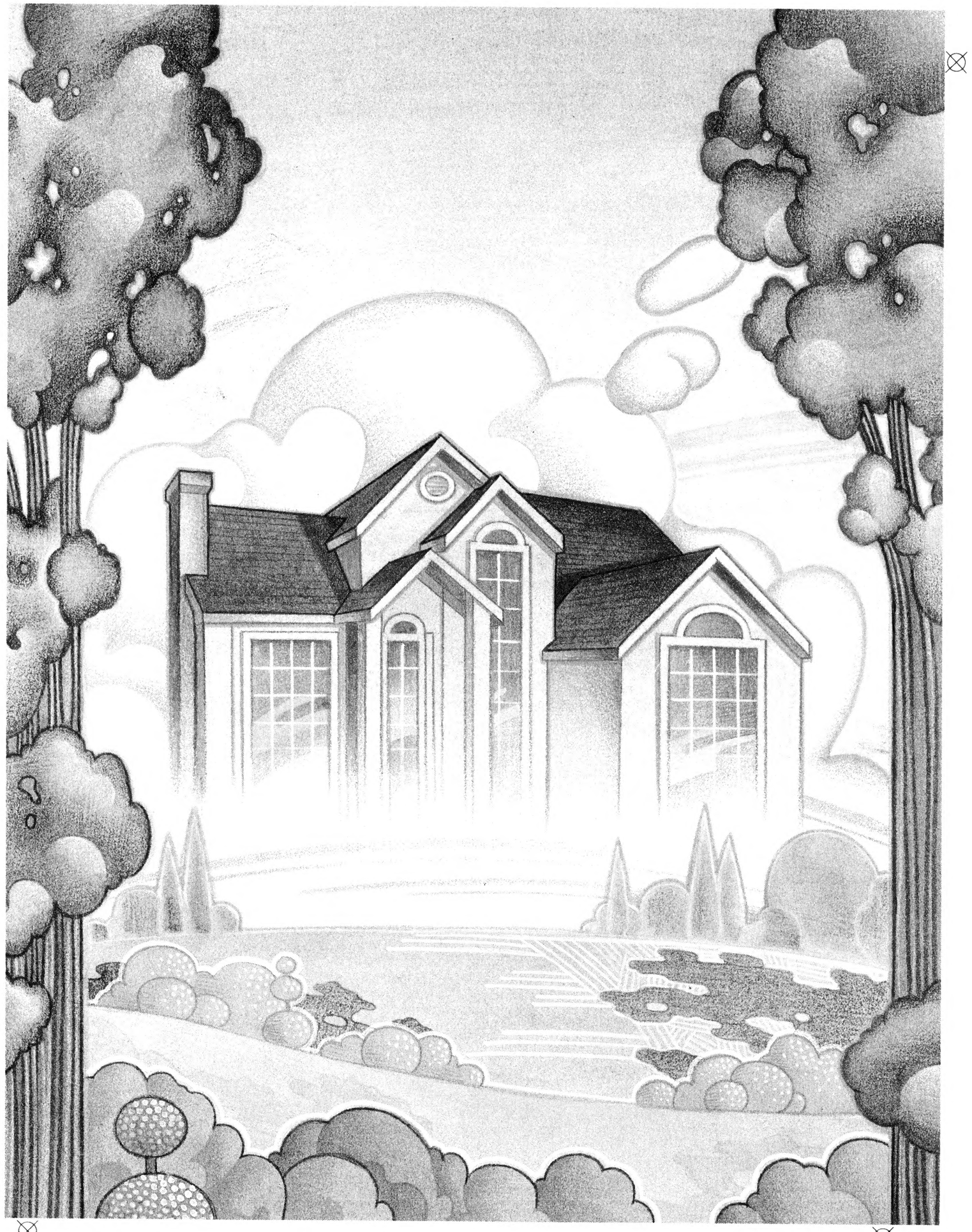
004C0393.TIF

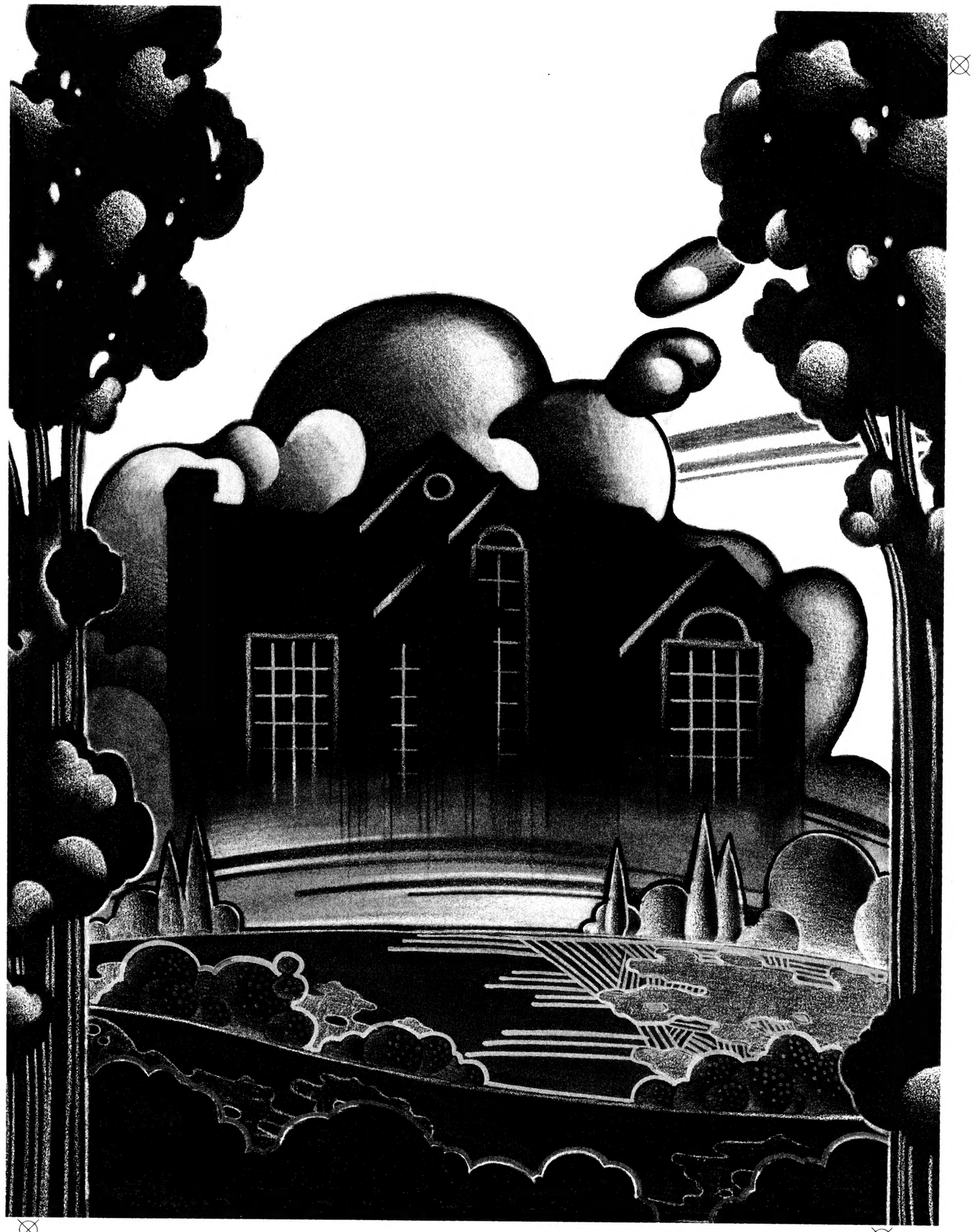
004C0393.EPS (Color Seperated)

Note: Numbers identify images for Electronic PMS subscribers.



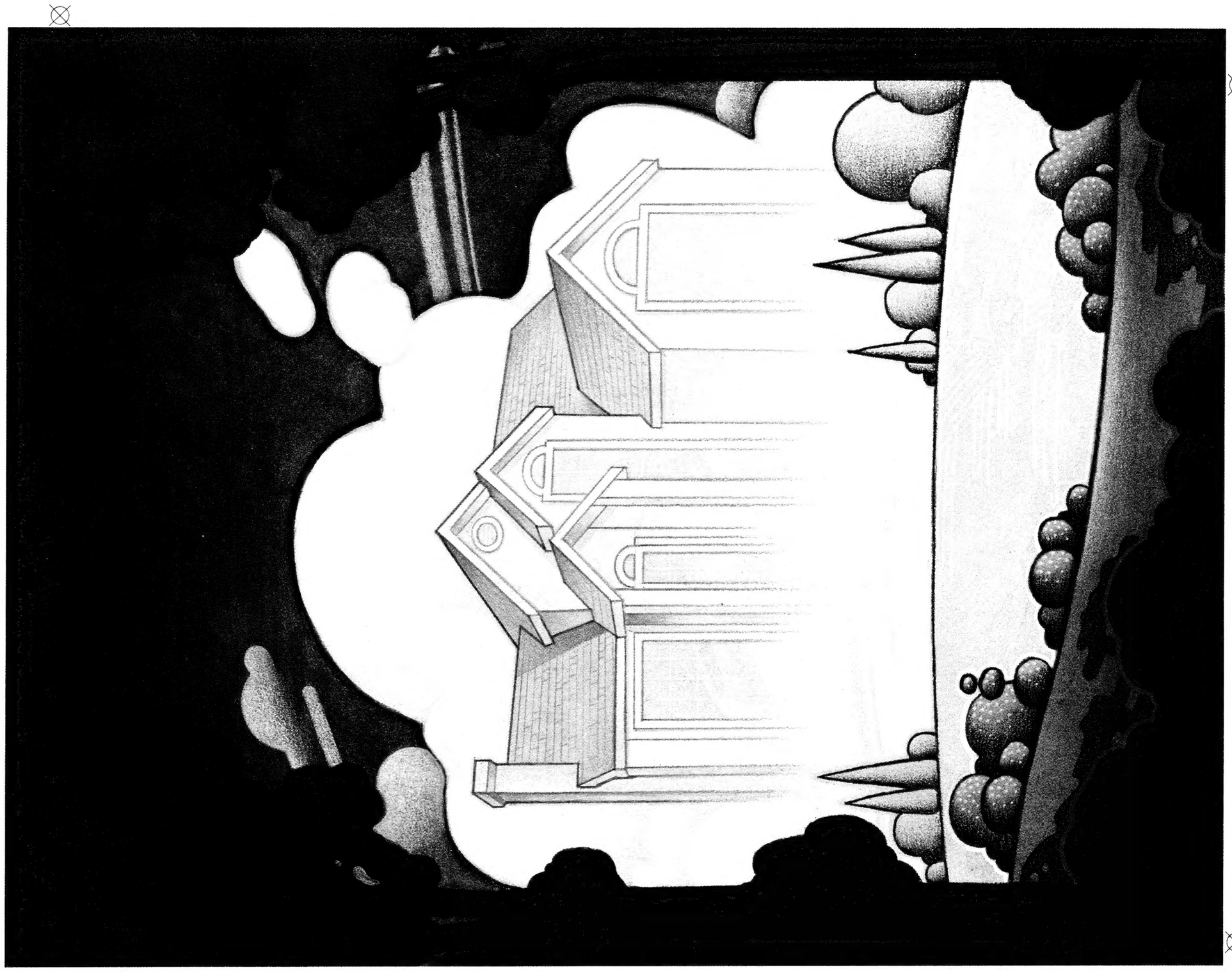
©DG 1993

• RED PLATE



©DG 1993

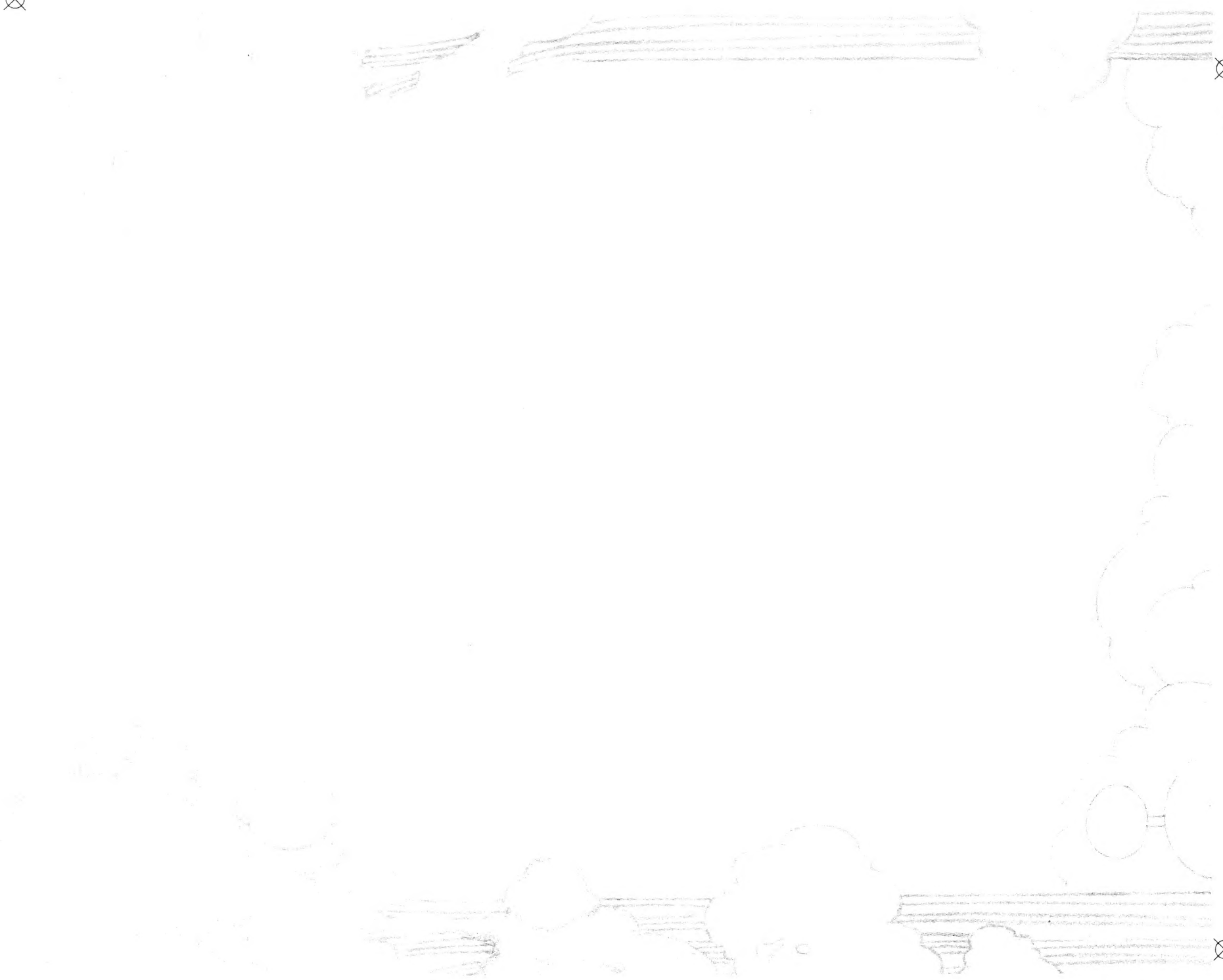
• YELLOW PLATE



• BLUE PLATE

©DG 1993

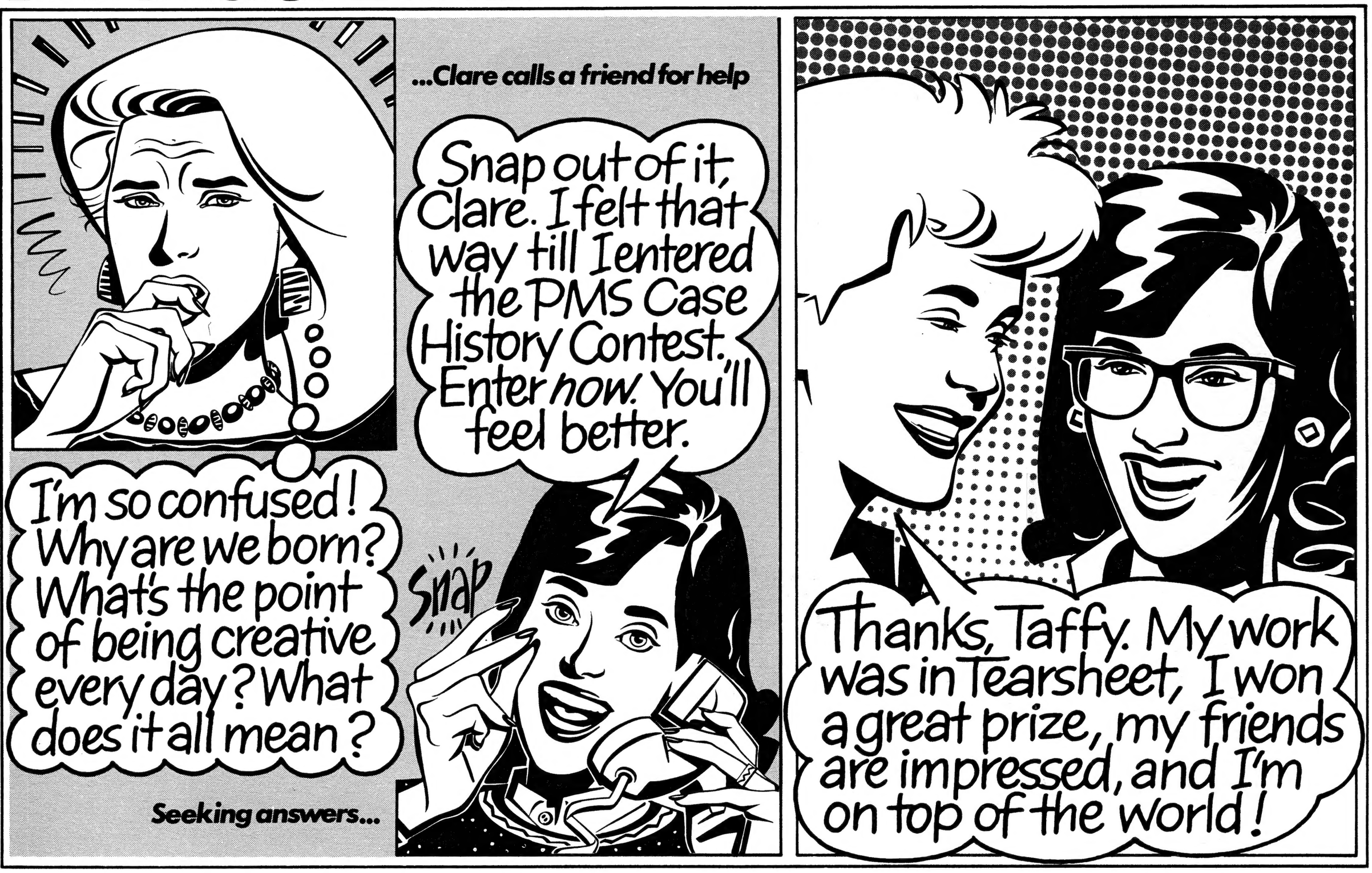
This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



• BLACK PLATE

©DG 1993

THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter *now*. You'll feel better.
SNAP
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

• • • • • • • • • ATTACH THIS FORM TO EACH ENTRY • • • • • • • • •

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

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1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.